

Fence Industry

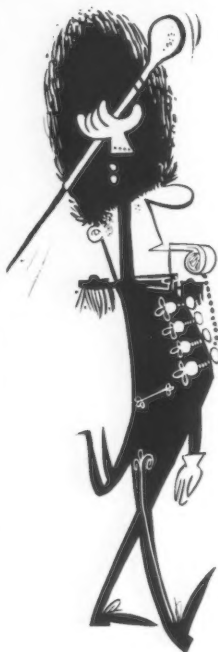


TRADE NEWS

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LEAD THE PARADE with **NORTHLAND!** CHAIN LINK FENCE FITTINGS

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SERVING THE FENCE INDUSTRY
WITH QUALITY PRODUCTS AND
EFFICIENT SERVICE SINCE 1925
.....

NORTHLAND QUALITY is one of your best selling features . . . plus 33 years
of fence fitting supply experience which places us in a position to aid
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● **A COMPLETE LINE of residential and
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STOCKED FOR IMMEDIATE SHIPMENT

- All fittings made to equal or exceed government specifications
- Fittings designed to **INCREASE** your erecting **PROFIT** — eliminate costly delays, return trips and "Free Service" caused by inferior fittings.

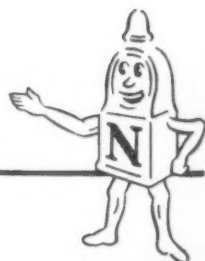
● Write For Your Free Catalog Today ●

NORTHLAND Wire & Supply Company

741 Northland Avenue

Telephone: HUmboldt 7244

Buffalo 11, N. Y.



Since 1925

Or Circle BUYERS SERVICE CARD No. 11.

A New Innovation in Fence Décor!

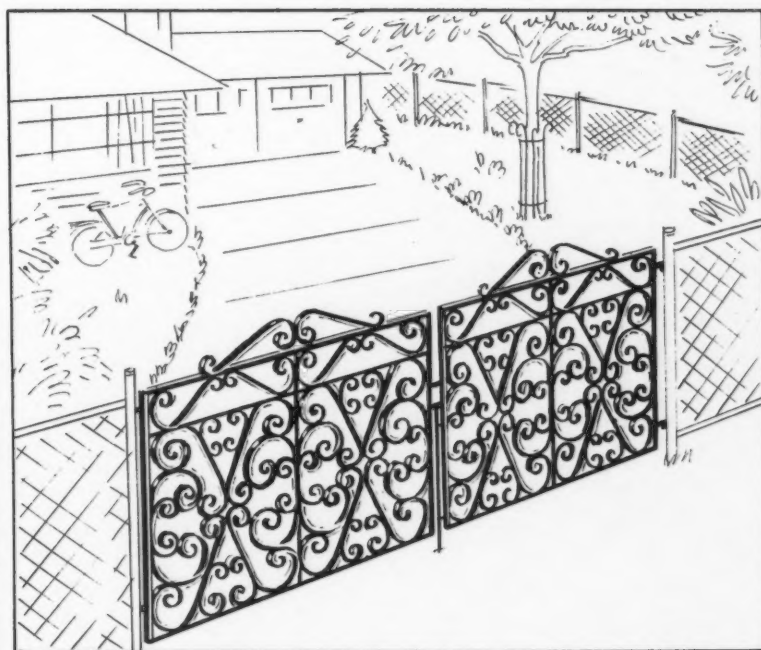
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Products

PRESENTS

"The Gateway"

*In Ornamental Iron to Enhance
the Beauty of your Chain Link*

or Wooden Fence . . .



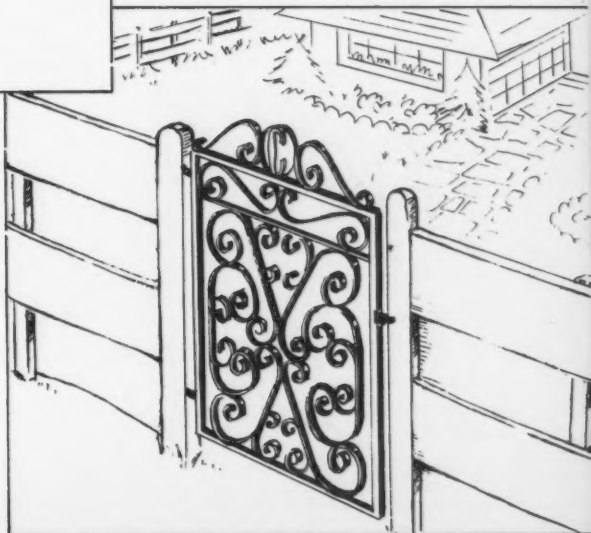
STYLE G-501

- *Send for FREE Brochures,
and Price List,
Sold to Dealers only
Write now on your
Company Stationary*

IN ORDERING PLEASE SPECIFY
WOOD OR CHAIN LINK FENCE

- The illustrations on this page show a 3½' high x 10' wide driveway gate and a 3½' high x 3' wide walk gate (which are just 2 of 18 stock sizes available)—all are constructed of 1" square tubing and ½" x 3/16" scrolls.
- Female part of hinge and locking device for chain link or wood included at no extra cost to you.
- Complete electric welding throughout.
- Painted with prime black finish.

**ALL SIZES PRICED
EQUALLY LOW FOR
SALES STIMULATION**



Available for wood fence with spring lock

A & P IRON WORKS, Inc. • 1104 MARCONI BOULEVARD, COPIAGUE, L. I., N. Y. • AMityville 4-3333

Or Circle BUYERS SERVICE CARD No. 10

The Journal of all Fencing and Erecting

CONTENTS

FEATURES

One Last Look	Jean Lyon Cover	
Ambition-Sincerity-Integrity	E. G. McDade	8
Right or Wrong in Labor Relations		10
Reporting Texas Fence Market	Boyd E. Lovell	13
Observations Coast to Coast		23

METHODS

Speed Fence Installations		12
Aluminum Making Strides	Jean Lyon	19
Music-Railings and Artistry		28
Chain Link-Wood and Wrought Iron		29

SALES

Farm Fences Build Profits	A. B. Kennerly	30
Why Farmers Erect Fences		31
Awards—Projects—Proposals		38

TECHNICAL

Research on Corrosion		15
Products and Processes		33
FTC Issues 9 Point Guide		22

DEPARTMENTS

Editorial		2
Washington Report	Larston D. Farrar	4
Catalogs Available		32
Fence Service Aids		35
Changed Your Address Lately		39
Information—Notices of Importance		36
Letters to the Editor		40

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PRICES and PROBLEMS!

EDITORIAL

A Kansas fence man writes, "I have noted that some dealers tend to create price wars at the retail level. This is generally started by the small or independent operator. When will they wake up to the fact that they harm the entire industry and especially themselves, for there is no profit in loss sales."

He continues, "We are all well aware of the fact that the large fence companies and steel manufacturers can cut prices to a greater extent than the small independents who create these profitless problems. They should also realize that once these price wars start prices downward, it is most difficult to get prices back up to a sensible level."

Our Kansas correspondent also observes; "That the fence dealers who engage in these price shenanigans are substituting a poor quality of material and below par erection standards in order to keep the retail prices down. 'Actually,' he says, 'some types of installations and especially chain link, is selling at about the same price now as it was in 1946.'"

His further comments suggest that FI should attempt to inspire this industry with the benefits to be derived from fair dealing and honest transactions within the trade for the ultimate benefit of the consumer.

He also reflects in his findings that many fence firms hire any type of salesman, "a drunk, a cheat or a liar," whose actions degrade the industry as a whole.

In line with his thinking, he recommends that an attempt be made to stabilize and standardize quality and specifications because many who bid on public projects are doing so at approximately half-price. This is being done, he claims, because these bidders are not bidding in accordance to specifications.

Another problem which should be coped with is the education of general contractors who will "shop the market" and will then lower the specs to certain preferred dealers. "Of course, they are good dealers or they would not provide sub-spec material," he notes.

Our Kansas correspondent pleads with the manufacturers for the standardization of materials in order to stabilize prices. In essence, this would dispense with the foisting of inferior products on the unsuspecting public; would terminate price wars at the local level and would permit a fair profit return for the dealers.

Prior to printing any opinion on the subject matter voiced by our Kansas subscriber, we would appreciate comments from others in the industry. Some of our readers may be in a position to tell us how they licked similiar problems in their own areas or about conditions with which they must cope. Airing these problems and seeking the solutions may prove to be a worthwhile undertaking . . . and thanks Kansas, for starting the ball rolling.

The outlook for the fence industry appears promising for 1959 due to the fact that both housing and highway projects are continuing in an upward spiral.

The trend to move to suburbia and to own one's own home is gaining momentum as indicated by recently released figures of the FHA. September starts were at their highest point in over eight months.

The imbalance in this industry during 1958 has been noted from the returns of our recent survey questionnaire. These are now being processed for publication.

The ability of any person to enter the field with a small investment is reflected by the number of business casualties. The lack of know-how or sales drive may be the potent factor, for we find that firms established three years or longer usually survive.

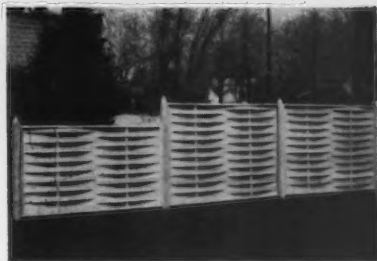
The volume of business dollar-wise was up in 1958, however fewer firms are enjoying the benefits . . . of approximately 1000 firms reporting, 30.6 percent declined in volume ranging from 1 to 40 percent, whereas 69.4 percent enjoyed increases ranging from 2 to 150 percent, as compared to 1957 figures. More will be published on this subject matter when all the facts are available.

Edward H. Ellison—EDITOR



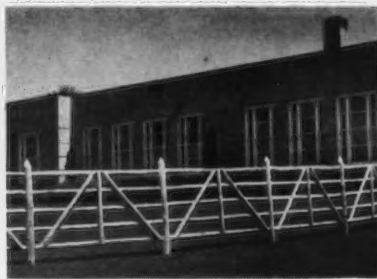
FARLEY FENCES

217 Davidson Building Bay City, Michigan



Farley Fences mean profits! Only Farley Fences offer the largest and most complete selection of styles at such customer-pleasing prices! Rustic and dimensional type fences in Michigan White Cedar and California Redwood — including Picket and Stockade styles, Hurdle, Post and Rail, Bark Stockade, Wire-Woven, Basketweave, and many other types.

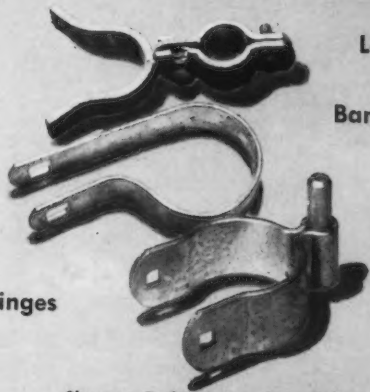
There are a limited number of dealerships available to those who qualify. Write immediately for details.



Or Circle BUYERS SERVICE CARD No. 12

The Fittings make the Fence!

We make the best fittings
That make the best fences.



Latches

Bands

Hinges

Sleeves, Ends, Arms, Caps, Clips,
Elbows, Rods, Guides.

Send for our price list

Fittings Delivered Free on 200-lb. Orders.



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PRODUCTS**

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America's
Only

PulJak

3-WAY

**FENCE and GATE
TOOL**

- STRETCHES
- LIFTS
- ALIGNS

\$22.50 LIST

Jobber Inquiries Invited
Chain link, barbed and tension
wire gates and fences are
positioned in taut clamping
alignment. Cap. 2000 lbs.;
Wt. 9 lbs.; Lifts, Pulls to 24".
Fully guaranteed.

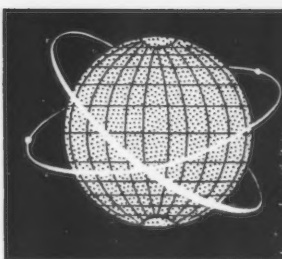
Order your PULJAK today
or write for new descriptive
catalog sheet.

DOK

Dockendorff & Co., Inc.

606 Lindley Street • Bridgeport, Conn.

Or Circle BUYERS SERVICE CARD No. 15



BUSINESS TRENDS

Bulletin

WASHINGTON REPORT . . . by Larston D. Farrar, Washington, D. C.

Washington is talking about tighter credit. Even before "Recovery" got under way, the money-managers at the Federal Reserve decided that it would be unwise to continue the easing of credit too much. Interest rates are rising and can be a significant factor in your costs unless you are completely liquid.

National Labor Relations Board will make life harder for small businessmen. In line with its statutory authority (not exercised heretofore), the agency has lowered the volume a business can do and thus thousands of firms not subjected to NLRB rulings heretofore are apt to be affected, as they now come under NLRB jurisdiction. This is expected to increase the NLRB's case-load by 20%.

The rising trend of individual bankruptcies. More than 90,000 bankruptcy petitions were filed in the fiscal year ended June 30, according to the Administration Office of the United States Courts here. This contrasts with 11,000 such cases filed in 1948. Your chances of losing—if you grant free and easy credit—are greater than ever—a lot greater it seems.

The Small Business Administration has been literally swamped with loan requests from small businessmen in all fields. The SBA granted twice as many loans in August than during the same month in 1957. The total was up again in September.

Rising costs of doing business. Electric utilities companies throughout the country are seeking increases. Your electric bills have either gone up or they will. The Federal Power Commission has petitions from natural gas companies for increases totalling in the tens of millions of dollars. A lot of them will be granted. Labor costs, in spite of the reservoir of unemployed, are going higher, due to union pressure.

The changes taking place in the nation's marketing picture are subtle, but nevertheless important to everyone in the fence industry.

Although some say the "consumer is gaining confidence," close observers here see the U.S. public as becoming increasingly price conscious, more aware of tricky trade practices and aware of facts that once escaped its ken.

"The consumer has matured fast in recent years," notes one Washington economist. "Automobile companies found this out with a vengeance in mid 1957." Businessmen in other lines are finding it out today.

The "switch" and "bait" advertising which formerly went unnoticed, is today receiving the attention of the Federal Trade Commission as a result of the volume of letters they receive from the consumer public and Congressional pressure to do something about it.

In short, fewer and fewer Americans—with spending money—are "gullible." In spite of the greater population, the Brooklyn Bridge is sold much less often.

Tied in with the increased skepticism of consumers (many of whom can afford to buy what they really want) are some 20,000,000 wage and salary-earners (among the 65,000,000 employed) who make \$5,000. a year or less. The U. S. Bureau of Labor Statistics has reported that \$4,200. is the bare subsistence minimum for a family with three children in a big city.

(MORE ON PAGE 6)

FIRST CLASS
PERMIT NO. 50776
CHICAGO, ILL.

BUSINESS REPLY CARD

No postage stamp necessary if mailed in the United States

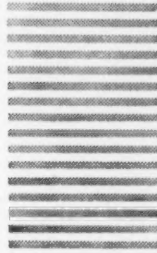
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USTRY

Fence Industry

THE ONLY FENCE PUBLICATION

TRADE NEWS

PLEASE STATE YOUR LINE OF BUSINESS

Please Enter My Subscription to FENCE INDUSTRY Trade News for

☐ 2 Yrs. at \$8.00 (in U.S.A.) ☐ 1 Yr. at \$5.00 (in U.S.A.) ☐ Bill Us ☐ Check Enclosed
Canada, Cuba and Mexico; add 50¢ to annual price. Other countries add \$1.00 for special handling

Company Name

Ordered by

Street and Number

City and Zone

State

For the Fence Erector, Manufacturer and those serving this industry.

To help us serve you please ☒ ERECTOR ☐ MANUFACTURER ☐ DISTRIBUTOR ☐ CONTRACTOR ☐
EXPORTER ☐ IMPORTER ☐ SALES AGENT ☐ WHOLESALE ☐ RETAIL ☐

THIS IS A SPECIAL OFFER SENT ONLY TO A SELECT GROUP—SUBSCRIPTION INCLUDES

★ The International DIRECTORY of Fence Materials ★

TODAY?—THANK YOU!

Little Beaver / Pack Back Post Hole Diggers

2 MODELS / HAYNES 300

To Fit Your Needs



Pack Back

HAYNES 300

These machines were designed for the commercial fence erector

Two great machines with equal hole digging ability but of different design to best fit your particular operation. These machines have features that offer more speed and economy in post setting operations—find out to-day about the easy and complete one man operation for your post hole digging jobs.

For Full Details See Your Dealer or Write

HAYNES Manufacturing Co.—Box 191—Livingston, Texas

Or Circle BUYERS SERVICE CARD No. 17

A MONEY MAKER!

Here is a fitting that will give your fences beauty and strength.

THIS FITTING will save you dollars because of its low cost and ease of installation.

Available in the following sizes
1 5/8 x 1 3/8"
2" x 1 5/8"
2 1/2 x 1 5/8"

Aluminum base with galvanized steel arm.



We also manufacture a complete line of aluminum FENCE FITTINGS

WRITE FOR CATALOG AND SAMPLES

For added savings — 1000 or more Fittings (they can be assorted) will be SHIPPED PREPAID anywhere in the U.S.A.



205 WEST STREET

PUEBLO, COLORADO



Or Circle BUYERS SERVICE CARD No. 18

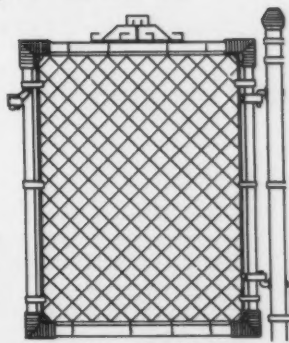
J. R. QUAID, INC.

Quality Products

for the

FENCE ERECTOR

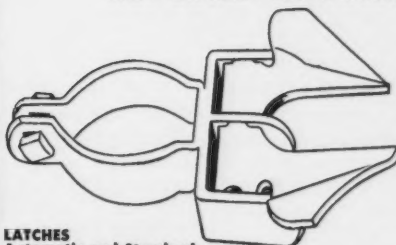
OUR NEW CATALOG IS NOW AVAILABLE FREE. WRITE FOR ONE.



Single and Double Gates.

CHAIN-LINK WIRE RAIL-POST-FITTINGS

ALL TOP QUALITY HOT DIPPED GALVANIZED



LATCHES Automatic and Standard.

Barb Wire.
Fabric.
Gate Scrolls.
Gate Latches.
Nuts & Bolts.
Fence Tools.
Pliers.
Stretchers.
Gate Hinges.
Gate Frames.
Fence Signs.
Nameplates.
Ornaments.
Gate Clips.
Gate Tools.
Drop Rods.
Hinges, etc.

FABRIC

NEW LOW PRICES

No. 9 and No. 11 gauge, full size chain link fabric 2" mesh.

ALL FABRIC GALVANIZED AFTER WEAVING. 3'-3 1/2' and 4' fabric knuckled on one edge and twisted and barbed on other. All other heights twisted and barbed on both edges.



Fabric-Wire-Posts.

11 GAUGE	9 GAGE	6 GAUGE
HEIGHT per 100'	HEIGHT per 100'	HEIGHT per 100'
3' \$15.71	3' \$24.44	3' \$2.42
3 1/2' 17.47	3 1/2' 29.04	4' 68.03
4' 19.52	4' 33.13	5' 81.42
5' 24.44	5' 40.70	6' 99.26
6' 29.08	6' 48.88	7' 118.22
7' 38.61	7' 58.64	8' 138.30
	8' 66.16	9' 158.37
	9' 83.48	10' 177.33
	10' 95.23	
	11' 106.64	
	12' 115.82	

BARB WIRE—4 point, 1320' per roll . . . \$8.69

TENSION WIRE—12 gauge double twist 1320' per roll \$8.69

Whitehall 9-2728

J. R. QUAID, INC.

3131 Franklin Ave.

New Orleans, La.

Or Circle BUYERS SERVICE CARD No. 16

This means that salesmen today must concentrate on prospects who are able to buy, but are economically more knowledgeable than they once were. Your prospects want quality for their money. Your consumer isn't against a profit, if it's reasonable, but he has sharpened his wits and he will go to great lengths to compare prices, on big or little purchases.

Small business, including those in the fence business, literally hit "the jackpot" in the closing weeks of the 2nd session, 85th Congress. And judging by the legislation that almost passed both the Senate and house, can look forward to more legislative breaks when the first session of the 86th Congress comes into session January 7th.

Briefly, here are the highlights of the favorable Congressional action: 1—The SBA, hitherto a temporary agency, was given permanent status. The new law raises the ceiling on individual loans from \$250,000 to \$350,000. The interest rate formerly 6% is now set at 5.5%. 2—A new set of tax rules will allow small businessmen to depreciate their equipment, new or used, faster during the first year. 3—Small corporations may elect to file as partnerships, if the owners choose. Also, partners and sole proprietors are able to enjoy the special benefits of a corporation. 4—The burden of paying estate taxes, which once were due in 15 months, now can be extended over 10 years. 5—Individuals who lose money on stocks invested in small business may deduct the losses in full up to \$25,000, or \$50,000, on a joint return. 6—Net operating losses now may be carried back for 3 years, instead of 2 years, as formerly was the case. 7—Small corporations may now accumulate up to \$100,000 in undistributed earnings to use for expansion purposes without running afoul of the Internal Revenue Service. Heretofore, a 38.5 percent penalty was levied on all undistributed earnings over \$60,000.

In addition to these favorable changes, Congress revised the Social Security Act which you are evidently aware of. The preceding is given to you as a refresher, in case you are not aware of these changes.

The cost of doing business goes up as fast as the cost of living, which has risen again for the 25th time in about 30 months.

This rise in the cost of living has been accompanied by an increase in burglaries, petty larcenies and vandalism. Particularly in heavily populated suburban areas close to industries and business districts.

Many people in the fence industry say that it's a good time to sell "Security," and that it can't be overemphasized today. In this respect, it may be noted that FBI Director J. Edgar Hoover has pointed out here that crime is increasing four times as fast as the population.

NEW CONSTRUCTION ACTIVITY in September matched the alltime high of \$4.8 billion set in August, according to the U. S. Department of Commerce and Labor. The total dollar volume for the first 9 months of '58, running to \$36.4 billion, was up slightly from the comparable 1957 period.

There were sharp drops in industrial building, but gains in housing and commercial construction, as compared with the same period of '57.

The Bureau of Labor Statistics has reported here that operative—or speculative builders of single-family non farm houses, are building relatively more homes now than in a long time.

This pin-points your market for mass fence sales, in a way. You can sell the builder on adding fences to his suburb and make a big sale, or there may be more profit in waiting—and selling the individual home owner. Incidentally, about 3 out of every four homes constructed by speculative builders are in the \$10,000 to \$20,000 range. But owner builders account for from 14% to 18% of houses priced at \$15,000 and up.

WITHIN A SPAN OF 18 MONTHS, beginning in January 1959, the Bureau of the Census, U. S. Dept. of Commerce, will conduct 6 national censuses to provide a completely new set of statistics about the American people, their homes, farms, factories, mines and their trade and service activities. The results of the census should prove valuable to all businessmen.

ROUND LIVE — KNIFE — PEELED NORTHERN WHITE CEDAR

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Send us your inquiry
for Northern White Cedar
from 2" to 7" in 6' to 20' lengths
including all sizes between

Happy to quote
in carload lots
delivered your city.

At present have 3 carloads
of 2" round 7' this year's cut
on which we can make a particularly
attractive price on one carload or
more delivered your city

STANDARD PRODUCTS COMPANY

Producers and Wholesalers
5407 Excelsior Boulevard
Minneapolis 16, Minnesota

Or Circle BUYERS SERVICE CARD No. 19

SPECIAL INTRODUCTORY OFFER Adjustable Barb Wire Cap

COMPLETE
WITH
SEMI-STEEL
BASE



PRESSED
STEEL BLADE,
BOLT
AND WIRE



PART NO.	POST SIZE	RAIL SIZE	PRICE
BN 2	O.D. 2"	1½"	67¢
BN 25	O.D. 2½"	1½"	74¢

Prices F.O.B., Rochester, New York.

WRITE FOR FREE CATALOG

Quality Fence Fittings Since 1910

EMPIRE Fence Co., Inc.

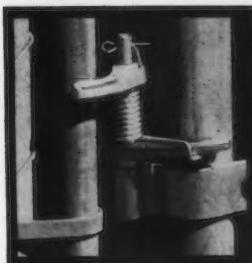
314 Buffalo Road

Rochester 11, N. Y.

Or Circle BUYERS SERVICE CARD No. 21

PROVEN! PROFITABLE!

Automatic GATE CLOSER by DELBAR



- High Profits
- Fast Seller
- Lifetime Guarantee
- Effective Premium for closing sales, getting prospects
- Novelty appeal, family appeal

CASH PRICES

1-24	\$2.50
25-99	2.20
100-999	2.00
1000+	1.80

SOLD AT RETAIL

from **\$3.95** to **\$5.00**

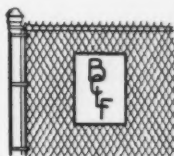


WRITE TODAY FOR INFORMATION!

the
DELBAR
company

1125 MARINE • BOULDER, COLORADO

Or Circle BUYERS SERVICE CARD No. 20



BRYANT FENCE

FITTINGS & SUPPLIES

Fastest Growing Supplier to the Independent Erector

- Complete Line of Fittings
 - Chain Link Fabric
 - Cut Posts
 - Gates
 - Pipe

Carload or Less Carload

BRYANT MACHINE CO., INC.

Westfield

Massachusetts

Or Circle BUYERS SERVICE CARD No. 22



AMBITION + SINCERITY + INTEGRITY = SUCCESS!

Frances Perkins, owner of the Perkins Fence Company had to have all of these qualities in order to build a successful fence business in a few short years. Starting as a fence saleswoman, she outdistanced her male competition and kept on going. Mrs. Perkins now owns a thriving enterprise in Oklahoma City.

by E. G. McDade

A man's world? Could be, but an Oklahoma woman is fencing substantial footage within its Oklahoma City periphery.

This is the story of Frances Perkins, founder and sole owner of the Perkins Fence Company, 6833 South Western Avenue, Oklahoma City 9, Oklahoma.

Since April 1952, when she entered the fence industry on her own, Mrs. Perkins has boosted annual sales to the 6-figure bracket after her initial investment which, she says, "consisted of about \$2600 in cash, two shaky knees, and fervent prayers."

Prior to this time, her employment as a "door knock" salesman by an established local company supplied the experience which is the key to her present success. Now she knows fencing problems and solutions from post-hole digging to the completed contract. It was not so in the beginning.

Her first attempt at a sale for her early employers taught her that a fence erector does not "fence" with facts. Her starter prospect asked point-blank, "Just exactly what kind of fencing do you sell, madam?" From the hazy memory of a hastily scanned factory folder, Mrs. Perkins replied with pseudo-confidence, "We have some good-looking O.D. fencing that is just wonderful and will last forever!" Result: no sale. Thus, the useful dimensional term "outside diameter" was learned the hard way.

Profiting from her costly lesson, Mrs. Perkins made it her personal challenge to learn the fence business from every angle. She read trade articles, factory catalogs, compared specification sheets, and studied competitive price lists. Pig rings and truss rods were added to her trade vocabulary.

Her sales competitors, all men, carried samples of the chain link fencing they sold. These proved too bulky and heavy for a woman to carry. The purchase of a 1949 model 3/4 ton pick up, in 1949, for \$1949, paved a sort of numerological way to the successful display of samples. The truck body became a miniature fenced-in sales room and the customers liked what they saw.

Sales picked up as the result of the working-model sample campaign and, in 2½ years, Frances Perkins became the highest paid fence salesman in her territory. Her monthly commissions ran from \$600 to as high as \$1500.

Foreseeing the potential in an organization of her own, Mrs. Perkins invested her modest savings in quick turnover stocks of chain link fencing and fittings and established the present location of her firm on a 6½ acre tract of land which she owns in the southwestern part of the city, away from the crowded business district.

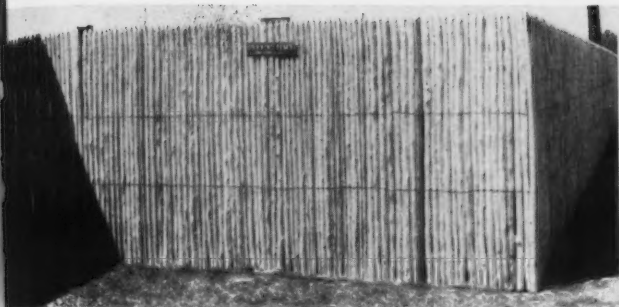
From this small beginning evolved the modern plant which now covers about 3 acres. In this area are large warehouses filled with the basic materials of redwood, steel, iron, aluminum, and fibre glass which are the main products consumed. Well-lighted shop units house an indoor sample room and provide uncrowded space for welding and brazing equipment, DeWalt saws and groovers, design tables, tool storage, and dip vats for treating woods and coloring metals. At first Mrs. Perkins processed her own formula for these latter operations. Now she finds that marketed preservatives and paints or dyes offer equal or better quality at less expense.



Completely erected sections in outdoor display area. (Also Ornamental Iron).



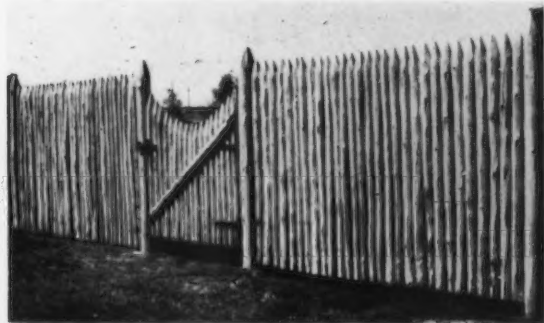
Part of Perkins fleet of "Fenced-in" trucks.



Wire bound cedar stockade are back yard favorites in Oklahoma City.

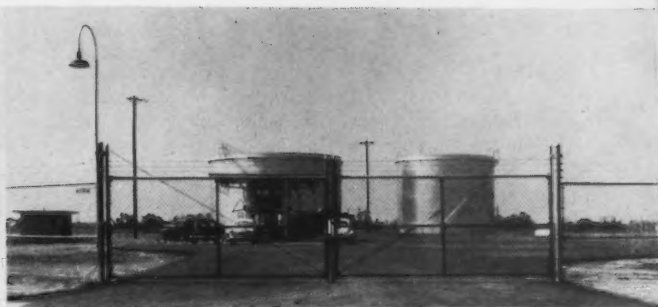
Outdoors, facing a heavy-traffic highway, a big display center features full-scale models of every type of Perkins fence and gates, garden houses, patios, louvered awnings, ornamental iron including wrought and castings forms, and some special designs in outdoor furniture. Colors add a bright note in recognition of the growing interest in and demand for fences in colors.

At the peak of the season, from about mid-February to early September, weather determining, the Perkins Company employs 12 trained men in its shops in addition to sales and office personnel. The hourly wage scale has been increased almost a dollar an hour over the starting wage which Perkins always keeps commensurate with skill and application. Bob Perkins, 26, is actively associated with his mother as general sales manager of the business. Under his direction a fleet of 6 sample-fenced sales trucks cover the city and surrounding areas within an approximate 50-mile radius. Salesmen must have in-shop and on-job experience before qualifying as Perkins representatives. All job estimates and specifications are submitted in writing and usually result in firm contracts. Mrs. Perkins feels that meticulous attention to details is responsible for the dollar-volume increase this year is showing. At the time of this interview, records were not complete enough to permit actual figures.



Whole white cedar stockade fence sections noted in the outdoor display at Perkins. All hardware is in place and the installation is firmly set.

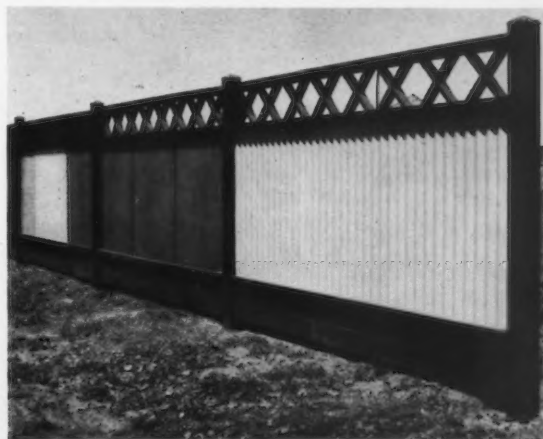
Quality and service, however commercially hackneyed these terms might have become, keynote the Perkins success story. In their respective constructions, Perkins fences meet the highest requirements in specifications. In metal fencing, only hot dip process wire is used—that is, galvanized after weaving. With the "O.D." of her tyro days in mind, Mrs. Perkins emphasizes that her company supplies high standard 1 5/8" round galvanized line posts and 1 3/8" top rails. Round corner end and posts are a full 2-2 1/2" inches, while gates are made of sturdy 1 3/8" galvanized pipe with a choice of square or round corners



At right is a Perkins chain link industrial installation at oil refinery.

at the top. Standard brand, nationally advertised chain link fencing leads in industrial, institutional, and recreational area uses as well as for many government installations.

In residential fence structure, wood gets the preference according to Perkins records. Here the use of top grade California redwood predominates. Mrs. Perkins believes that she is the first local supplier to have brought in a whole carload of redwood to Oklahoma City. This was in 1953 and the shipment cost \$8700 at that time. The first redwood fence built from that trial order brought \$575, created a stir of interest, and paved the way for similar erections which have



Fiberglass panels in an assortment of colors. Demand for color, especially around swimming pools has made this product popular in Oklahoma. A division of the Perkins Fence Co., Fiberglass Industries, deals in this product in the area.

absorbed about 45 carloads of redwood since. Current wholesale costs have increased about \$500 per car since the 1953 level. The Perkins percentage of wood construction over metal runs about two to one. In addition to redwood, Perkins also builds fences of Michigan white cedar and, a few, of grape stakes. An Oklahoma City ordinance prohibits front yard fencing in residential sections but Mrs. Perkins contends that this restriction actually tends to increase the demand for back yard enclosures which usually require more footage anyway. Proving, perhaps, that it is an ill zoning law that can't be turned to the good of good fencing.

Perkins has followed the "Do it yourself" wave of enthusiasm to the extent of supplying pre-cut fencing complete with fittings, for the home-grown school of fence builders although the sales volume here is negligible. Most property owners recognize the economic advantages of having experienced craftsmen and responsible suppliers protect their fencing investments. Such a discriminating Perkins customer was the man

Continued on Page 22

RIGHT OR WRONG

In Labor Relations

A roundup of day to day employee problems and how they were handled.
Each incident is taken from a true-life grievance which went to arbitration.

If Employees Turn Out Poor Work, Can You Require Them To Take Physical Examinations?

WHAT HAPPENED:

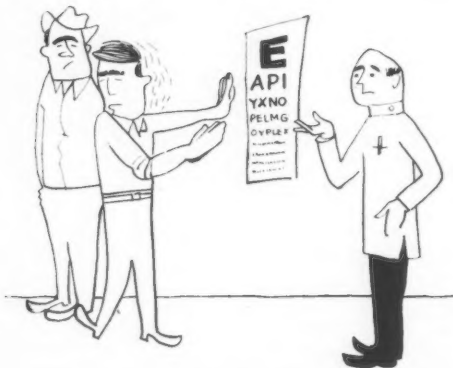
Management was very disturbed. A large number of their products were being returned by customers as defective. It seems the inspectors were letting too many bad parts go through for shipment. It required good eyesight to catch the flaws. Faced with the loss of business, the company ordered all inspectors to take eye examinations. All complied except two men. These two men were given a four-day layoff. They protested right up to arbitration, claiming:

1. We were not required to take eye examinations when we applied for a job, so you cannot make these requirements now.
2. You are creating a new condition of employment, and this cannot be done without negotiating a new clause with the union.

The company countered:

1. We have to protect our business. Eye examination is one way to find out what is causing the poor inspections.
2. No man's job is in jeopardy. If eye examinations call for glasses, we will pay for them. What could be fairer?

Was The Company: **RIGHT** ☐ **WRONG** ☐



What Arbitrator Whitley P. McCoy, chairman, ruled:

"As to the right of the company to institute physical examinations, no one can doubt that right under certain circumstances. If a man is seen to stumble repeatedly, faint, nearly get killed, nearly cause the death or serious injury of a fellow employee, would anyone contend that the company was living up to its duty to protect the safety of that employee and his fellow employees if it failed to take necessary steps to ascertain his condition and see to its correction? As long as the company adopts reasonable measures, and applies them without discrimination in order

to protect the health and safety of the employees, it exercises a proper function of management. If the company has the right, and even the duty to order reasonable physical examinations to protect health and safety, I think it equally has that right, where the facts indicate a need for it, to insure production of a salable product."

Are Senior Employees Entitled To Get "First Crack" At Available Overtime?

WHAT HAPPENED:

Because of a downturn in business, overtime work was getting scarcer. Whenever such assignments came up, supervisor Masur would parcel out the extra time to employees he felt needed it most. For example, there was John Kline. His wife had recently given birth to twins, which put a heavy load on John's pocketbook. So the supervisor saw to it that John made a few extra dollars when overtime came up.



The union didn't like the way Masur was handling these assignments. "We have a seniority system here, and that means that the old timers must get first crack at overtime. Let Kline wait his turn."

"I know the contract inside-out," said Masur. "It doesn't say that overtime has to be parcelled out by seniority."

"It doesn't have to say it," maintained the union. "We have a general seniority clause and it applies to all situations. If you don't go along, we're going to take it up with management."

When the front office supported its foremen, the case went to arbitration. The union admitted that its seniority clause did not mention "overtime" but did include promotion and layoffs. However, the union argued that seniority is to protect a worker against discrimination. Assigning younger men to extra-hour work is just that.

The company saw it another way. Seniority is not an automatic right. It exists only insofar as specified in the union contract.

Was The Company: **RIGHT** ☐ **WRONG** ☐

What Arbitrator Angus S. McSwain, Jr. ruled:

"It is undisputed that the company has not followed seniority in assigning the work. It is elementary, however, that seniority and seniority rights exist only insofar as they are provided by contract. Even without a 'management prerogative' agreement, management has the right to direct the working force and to assign work except as limited in the contract. The doctrine that seniority and seniority rights exist only by contract is a corollary of the inherent power of management. Grievance denied."

To Stay Competitive, Does A Company Have The Right To Eliminate Certain Jobs?

WHAT HAPPENED:

In the interest of better production, the company decided to cut out a group of jobs, and assign some of these duties to other employees. The union protested: "these jobs cannot be eliminated without negotiation—the contract doesn't give the company any such right—the agreement said nothing about job elimination and therefore the company cannot take this function on to itself."

Management stood its ground and maintained that a company cannot be stagnant and remain in business. If certain jobs become unnecessary to good production, out they go. A company is in business not to make jobs, but to make money.

Was The Company: RIGHT ☐ WRONG ☐



What Arbitrator Carl A. Warns, Jr., ruled:

"It is well established in industrial relations, and confirmed in numerous published arbitration cases, that in the absence of a restriction in the collective agreement, management has the inherent right to eliminate jobs, classifications, and to combine duties in the interest of production. The only restriction is that the admitted right NOT be exercised in an arbitrary or discriminatory manner. Management has an inherent right to make all essential decisions designed to make the company competitive. The elimination of jobs and the combination of job duties is included in that right."

Can An Employee Be Fired For Violating The "No Smoking" Rule The First Time?

WHAT HAPPENED:

The company had very strict rules on smoking. Why not?—Its business was oil refining, and the biggest hazard was fire. To impress workers with the dangers of this hazard, it

1. issued a safety manual telling employees about the "no smoking" rule.

2. put notices on bulletin boards.

3. placed a map of the plant at all employee entrances indicating "safe-smoking areas."

One day Tom Leeper was caught smoking in a prohibited area and he was fired on the spot. He pleaded guilty all right, but asked the arbitrator to lessen the penalty because this was his first offense. The management was adamant.

Was The Company: RIGHT ☐ WRONG ☐



What Arbitrator Charles H. Logan ruled:

"Under ordinary circumstances, the extreme penalty is seldom meted out because of a single error. Here the circumstances are not ordinary, but, to the contrary, are most extraordinary. To deliberately court the danger of explosion is to court self-destruction. Infinitely worse, it is to court the visitation of death and immeasurable suffering on fellow employees and upon their families. The discharge of Tom Leeper was justified."

Can An Employee Be Fired For Taking Time Off To Attend A Religious Meeting?

WHAT HAPPENED:

Jessie Lyle was very devout. She belonged to a small religious group which met once a year in Virginia for special ritual. A month before the scheduled meeting, Mrs. Lyle asked her supervisor for a week's leave of absence, to attend the meeting. After some days' deliberation, the foreman refused the request for leave on the grounds that she had already taken too much time off during the year. She insisted that she would go anyway, and was warned that if she did so, she would be fired.



She took the week off—and was discharged. Her case came to arbitration. She argued:

1. This is discrimination. You can't fire somebody for religious convictions.
2. When you hired me you knew I was religious and would be expected to observe holidays and such.

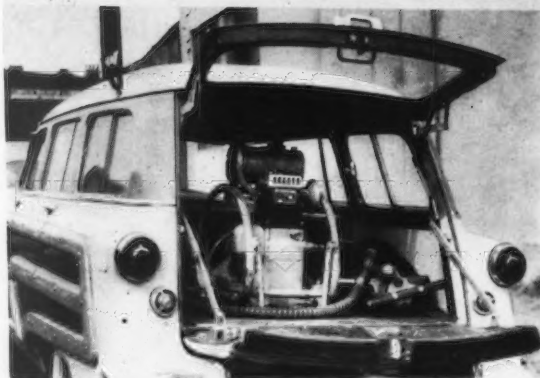
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Portable Rock Drills Speed FENCE Installations

The problems of time loss and cumbersome transportation of heavy rock drill equipment has been solved with an Italian product the PINAZZA. Many erectors are using it.

Dry drilling with a compact Pinazza unit, which includes drilling hammer, engine blower unit and connected with only 20 feet of flexible hose.



Two models of the Pinazza portable rock drilling equipment are shown above, the P70/S4 drill with driving engine and blower in the station wagon and the P70 rock drill on wheelbarrow mounting. These are easily wheeled or carried over rugged terrain or where tight quarters limit size of equipment to be used.

The Anchor Fence Division of Anchor Post Products Inc., currently handling a number of important highway fencing contracts, had pioneered the use of a relatively new type of portable rock drill to drill post holes in rocky terrain. The method first used by Anchor Fence on a rugged ten-mile stretch of the Massachusetts Turnpike is now being employed by the Company on the New England Thruway Extension in the vicinity of Pelham Bay, N. Y.

The first contract on which Anchor Fence used the portable drill to effect economics in time and money covered approximately 100,000 feet of stock fence, 20,000 feet of chain link fence and 100,000 feet of guard rail near Worcester, Massachusetts.

The turnpike right-of-way is 300 feet wide. The specifications called for chain link fence on the right-of-way boundary in the vicinity of high rock cuts and in settled areas and stock fence for other sections. Granite boundary markers were required at intervals of not more than 1000 feet on the straightway and at all angle points, with steel pin markers (inserted in drilled holes) wherever rock occurred. Fence posts were spaced 10 feet apart for chain link and 12 feet apart for stock fence. Altogether the boundary fencing involved more than 11,600 post holes and some 250 boundary marker holes.

Approximately ten percent of the post holes—amounting to some 1200 holes—occurred in solid rock. Specifications called for sinking the posts to a depth of three feet. Faced with the problem of drilling holes in hard rock in locations that were difficult of access (often on top of 50-foot high rock cuts and 150 feet from the turnpike center line) Anchor Fence Division decided to use a Pinazza type P70 portable rock drill with wheelbarrow mounting.

This unit, which requires no compressor, can readily be transported to the job in the rear of a station wagon or light pick-up truck. It can easily be unloaded by two men and wheeled or carried to the location of the hole to be drilled.

The posts used for chain link fence on the Massachusetts Turnpike job were 1 7/8-inch H-beam sections and a 2 1/2-inch four point bit was used for drilling these holes. A 1 3/4-inch bit was used for the stock

fence post holes, to accommodate 1 1/2-inch T-section posts. Boundary markers in solid rock consisted of 1 1/2-inch diameter steel pins, for which a 1 3/4-inch hole was drilled to a depth of 1 1/2 feet.

Working with only a 6-man crew to handle the boundary fence erection job, Anchor Fence easily kept ahead of the general pace of construction on the turnpike. An important factor in the work was that the utilization of portable drilling equipment avoided the use of a heavy compressor which would have required trailing 150 to 200 feet of air hose over rough terrain to operate a hammer at most post-hole locations.

The Pinazza P70 portable rock drill used on this job was purchased from Pitnam Industrial Products Company, 261 Madison Avenue, New York, N. Y., who import the drills and certain accessory items from Italy, assembling the units with American-made gasoline engines. A complete set as used by Anchor Fence consists of a power unit, flexible shaft and drilling hammer. The power unit comprises a Wisconsin 5 HP

Continued on Page 22



The mouth of the turning basin in Houston . . . and a view of the city of Dallas.—Chambers of Commerce Photos.

REPORTING THE **TEXAS** FENCE MARKET

BOYD E. LOVELL, FI's field reporter in Texas, briefly analyzes the Texas fence industry and reasons for its tremendous growth.

The fence industry in Texas is as big and as vital as the state itself. In Dallas, where residential building is still booming, the sale of wooden fence seems to be vigorous, with competition extremely keen, making salesmanship a must. Houston, as the manufacturing center of this huge state, is booming along at a rate that seems unbelievable to the visitor from areas which have felt the enervating effects of the current recession. Here, in this amazing inland port-city, at least six major chain-link manufacturers are operating at full plant capacity, and the general attitude of them all was summed up by the manager of the most obviously 'booming' plant this correspondent has ever seen. When asked whether the wood fence people's increasing slice of the residential market was noticeable in Houston, he replied, "Oh, yes, we know they're getting more of that market, but we're so busy we haven't paid any attention to it, I guess. Maybe the big steel companies are feeling it, but here in Houston every chain-link manufacturer we know of is running wide open."

Part of the explanation for the full market in chain-link fence in Houston can be found in these figures on non-residential building activity in that city. In the first three months of 1958, when this type of construction had slowed in many parts of the country, Houston's non-residential building total was up almost \$15-million over the same three months in 1957. And new manufacturing facilities accounted for \$4-million of this increase.

In the Dallas-Fort Worth area, on the other hand, the building emphasis appeared to be in the residential and office building fields, and interviews with leading fence contractors and wholesalers indicated that conditions were better in the first half of 1958 than last year, with almost all of these dealers predicting that with the easing of certain building and monetary restrictions, the last half of the current year will be better still.

Dealers specializing in wooden fence in the Dallas area offer their customers an extremely wide variety of materials, ranging from the conventional redwood

to Michigan white cedar, Florida and Louisiana cypress and Texas cedar. But, curiously enough, there are no cement block fence contractors operating in the area. The explanation for this appears to be that 1—"it just hasn't gotten started" and 2—"block is more popular in places where they build on hillsides or where they need to hold sand because of high winds."

It is questionable whether outside manufacturers can compete with local manufacturers in other than light materials, such as fittings and hardware, despite the fact that the greater share of all fence manufacturing in the state is concentrated in Houston, with only one real manufacturer in Dallas, plus a few other manufacturing concerns scattered about the state.

Many concerns in Texas act as wholesalers only, unlike Arizona, for example, and fence contractors in Texas are unanimous in their opinion that this has helped to stabilize the industry—"they should be one or the other," is the general opinion of contractors throughout the state.

Although tract building has slowed down somewhat in Texas, areas like Dallas and Fort Worth especially, have felt this far less than similar-sized cities in more highly industrial states. There never has been a complete shut down in residential building, even though to some extent tract housing has been curtailed.

In general, Texas fence contractors spend little money on newspaper and radio advertising, depending more on personal solicitation than anything else, although most of them do run an advertisement in the yellow section of their local telephone book. Many contractors admit that a well planned direct mail campaign would probably be a good idea, but the attitude seems to be that they just don't have time to do this properly, and they feel a haphazard attempt would be worthless. Some of the larger concerns, however, have well developed and consistent advertising campaigns, which use all media—from TV to direct mail and newspapers.

Few fence companies—i.e. concerns whose prime business is fence—seem interested in developing the do-it-yourself market. They sell to those who wish to

Continued Next Page



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Alloyed to Give the Best
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They are light enough to be competitive
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ALL ALUMINUM CHAIN LINK FENCE

Made of ALCOA® Aluminum

- NO RUSTING • NO PAINTING
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1st Cost is the last cost.—Easy
Erection; light weight means it
goes up faster, with less labor.

HIGH STRENGTH

Average tensile strength of ALCOA®
new alloy is 57,000 lbs. per square inch.

Available to FENCE DEALERS in 6 or 9
gauge, with aluminum pipe and fittings, in
heights from 3 to 12 feet.

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Products Made of

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ALUMINUM**

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TEXAS FENCE—Continued from Page 13

"do-it-themselves", but in general they leave this part of the fence market almost entirely to lumber yards and organizations like Sears and Montgomery Ward. Another thing that was noticeable to this reporter was the almost complete indifference on the part of the independent fence contractors to federal and state projects in which fences are called for in the contracts. Whether this indifference is due to a local situation in which the contractor finds himself unable to land this type of contact, or to simply overlooking it, we were unable to determine. However, we did note also that this same indifference extended to such markets as country clubs, motels, and large private resorts.

Installation in Texas is done mostly by the usual two-man crew, and although a few concerns allow their experienced crews to work on a piece-work basis, in general this work is done by hourly-paid labor.

Fence companies in the larger Texas cities reach out into the smaller surrounding communities, but few seem to have made any concerted effort to reach this market; it being rather a case of the mountain coming to mahomet.

There are approximately 50-60 fence companies in Dallas, which is very likely the leading retail area in the state, although Houston is, of course, the larger city. Basket weave, shadow box and vertical type fence styles seem most popular, although it is noticeable in Dallas that quite a number of fence contractors specialize and therefore feature a certain type of design. White cedar for stockade fence comes in by carload lot to a few dealers who then wholesale to other dealers. Redwood is ordered through local lumber brokers. Cypress comes into the state from Florida and Louisiana, but there is also considerable local cypress used. This material usually is transported by truck, while both Michigan and California imports come by rail.

The 34-foot-deep ship channel which extends 50 miles across the Texas coastal prairie from Houston before entering the open waters of the Gulf of Mexico is undoubtedly the basic factor in making Houston the "Pittsburg" of Texas. Along the Turning Basin, which is virtually right in the heart of the city, one can see ships unloading steel, pipe and raw materials of all kinds at any time of the day or night.

Most of the pipe used by Texas fence manufacturers comes through this port from foreign producers. Some steel used in fence manufacture also comes by ship, although the major share of the steel used comes from domestic sources and is shipped in by rail.

Manufacturers in Texas sell as far west as California; they ship north to Utah and Nebraska; some fence is shipped east, also; but the bulk of the fence manufactured in Texas is sold in Texas.

Some idea of the size of the fence industry in Texas can be gained from the following figures: one chain link fence manufacturer in Houston uses 500-tons of steel from one supplier every month; this same concern has facilities with which they can run 100-ton of wire through their sizer per day; and they can galvanize 80-feet an hour.

And, by the same token, one can gain some idea of how much a youngster the fence industry is when we learn that the oldest exclusively wood fence dealer in Dallas has been in business only six years! However, the industry here is not made up completely of such newcomers: Many concerns advertise such slogans as "over 26 years in Texas" or "over 30 years in Dallas". One old timer states "since 1883" on his letterhead.



A Summary of 45 Years of research On CORROSION

Current research on corrosion at the National Bureau of Standards emphasizes basic processes and principles. Two of the important current projects are conducted in cooperation with the Corrosion Research Council in their efforts to increase emphasis on the basic principles underlying corrosion.

FIGURE 1. (at left)—Corrosion test specimens being buried in Hagerstown loam at Loch Raven, Maryland, one of 125 sites throughout the country used by the National Bureau of Standards in field studies of underground corrosion. The specimens were usually arranged, as shown here, in a single trench.

Researches by the National Bureau of Standards on the corrosion of underground structures, carried on for over 45 years, have been marked by steadily improved understanding of the causal factors at work and by the development of increasingly effective means of preventing the harmful effects that underground corrosion produces.¹ An important phase of the work, now essentially complete, has been an extensive field-burial program to determine the specific behavior of metals and coating materials when exposed for periods up to 17 years in a wide range of soil environments. At the same time, other phases of the corrosion program have led to increased information on the electrical and chemical aspects of the corrosion process, development of methods and instruments for measuring soil characteristics, improvements in the technique of cathodic protection, and virtual elimination of corrosion due to stray-current electrolysis.

There are now in this country about 1 million miles of gas, water, and oil pipelines, 170,000 miles of buried power and communication cables, and an unknown number of tanks, pilings, burial vaults, and other structures. The annual cost to the U. S. pipeline industry alone, for protective measures and replacements due directly to corrosion, is estimated at 600 million dollars. A still higher indirect cost results from loss of products, service shutdowns, and loss of life and property by explosion and fire due to leakage from corroded pipes. Furthermore, since corrosion rates are often unknown, engineers have wasted large quantities of material by specifying unnecessarily large thicknesses in their designs.

Until about 35 years ago, underground corrosion was attributed sole-

ly to stray electric currents from external sources such as d-c powerlines and electric railways. Such currents pass through parts of underground structures and then discharge to the earth where conditions are favorable; corrosion occurs at the discharge areas.

The seriousness of the problem was recognized by the Congress in 1910, when the Bureau was authorized to investigate the corrosive effects of stray currents and methods for combating them. In ten years of field and laboratory studies, methods were developed that eliminated stray-current electrolysis as a major factor in underground corrosion.² Unexpectedly, however, these studies also showed that serious corrosion often occurred when stray currents were absent.

In 1922, therefore, a field burial program was initiated to determine

the influence of various properties of soils on the corrosion of buried metals and to develop further methods for reducing corrosion losses. Data were obtained on nearly 37,000 specimens representing 330 varieties of materials. These were exposed for periods up to 17 years in 95 different types of soil at 128 test sites throughout the United States. The last specimens were removed in 1952, and several more years were required to analyze the data. The major field-burial program is now terminated; present work is confined to newly developed materials and the completion of several unfinished studies.

Meanwhile, electrical and electrochemical aspects of underground corrosion were continuously studied in the laboratory. The differential aera-

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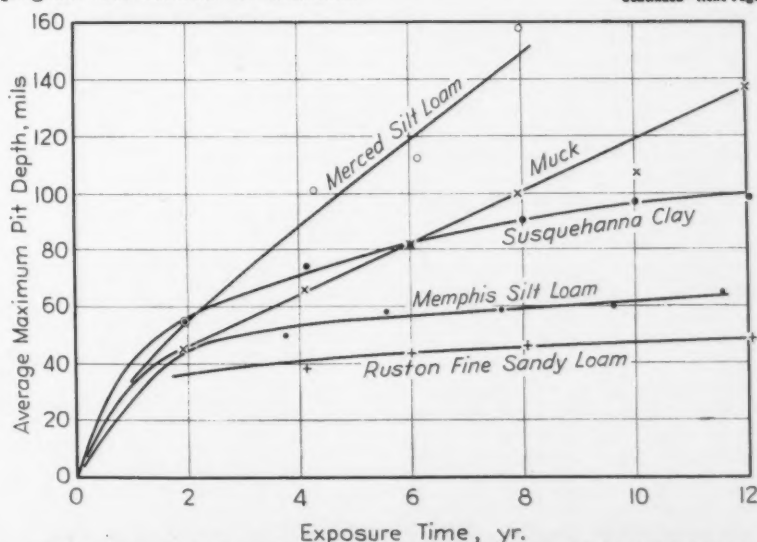


FIGURE 3. Maximum depth of corrosion pits formed in ferrous pipe specimens plotted against duration of exposure, for specimens buried in Sharkey clay. (The data were obtained in field studies of underground corrosion by the National Bureau of Standards.) If curves for each material were drawn in, they would cross and recross each other while remaining between the 2 extreme curves shown. This indicates that no one material was superior to the others, and that all corrode at about the same rate in the same soil.

tion cell developed by I. A. Denison, and modified by his co-workers, has been used to compare the corrosivities of different soils and of different metals in the same soil. Studies by W. J. Schwerdtfeger showed that the instantaneous rate of corrosion for ferrous metals in soils could be determined quantitatively from polarization characteristics of the metal.

By-products of the investigation include a widely adopted inspection code for pipes and coatings, and the development of methods and instruments for measuring the electrical resistivity of soils in the field, such as the McCollum Earth Current Meter, the Wenner Four-Terminal Method, the Megger, and the extensively used Shepard Canes.

In the course of the field investigations, the Bureau had the cooperation of 17 technical and Government organizations, 103 manufacturers who supplied materials, and 105 utility companies and municipalities that provided test sites and labor.

Causes of Corrosion

Most underground corrosion is the result of electrochemical reactions. For such reactions to occur there must be a potential difference between two points of the metal in contact with an electrolyte. Current flows from the anode area through the electrolyte to the cathode and returns through the metal to complete the circuit. The anode area corrodes through loss of metal ions to the electrolyte.

Although this theory is easily understood, correlation of the theory with actual corrosion of metals underground is complicated because of the many factors that determine not only the amount or rate of corrosion, but also whether it is uniformly distributed over the metal surface, or is localized as the pitting type of corrosion. The pitting type of corrosion is especially damaging in pipelines and other structures that store or carry fluids; but for load-bearing structures, such as piles, the main concern is with over-all loss in weight or strength.

The chief contributing factors are the presence of moisture, oxygen and soluble salts in the soil, and the permeability of the soil to these substances. Moisture provides the soil electrolyte which is composed of hydrogen and hydroxyl ions from the water itself, and a variety of ions from the salts dissolved from the soil. These ions determine the electrical resistivity, as well as the chemical properties of the soil. Oxygen, from the air or from oxidizing compounds in the soil, stimulates corrosion by combining with metal ions.

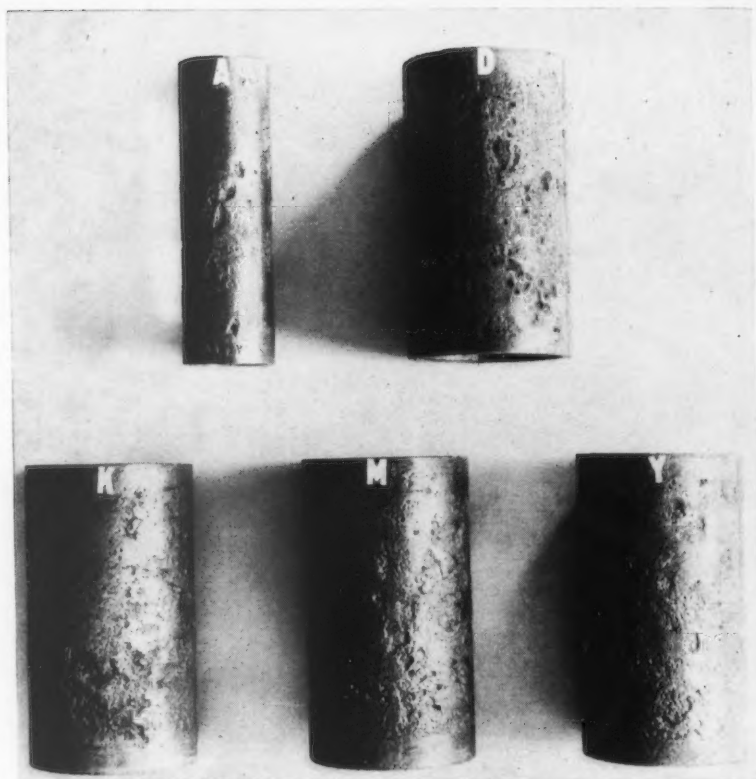


FIGURE 4. Similar corrosion patterns on different wrought metals exposed to the same soil (Hempstead silt loam) for approximately 12 years. A, open-hearth iron; D, wrought iron; K, open-hearth steel; M, Bessemer steel; Y, open-hearth steel with 0.2 percent copper.

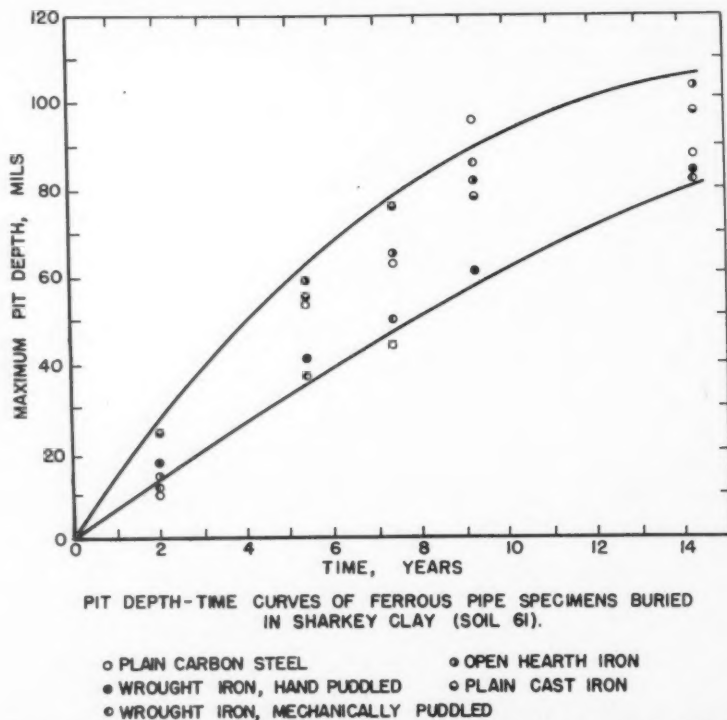


FIGURE 7. Depth of corrosion pits formed in plain carbon steel after burial for various periods in different soils. The curves show that in well drained soils having high electrical resistivities, such as Ruston fine sandy loam and Memphis silt loam, the corrosion rate may be high initially but decreases considerably after a few years; while in poorly drained soils with low resistivities, such as Merced silt loam and muck, the corrosion rate is nearly constant after the first year or two. Similar results were found for other plain ferrous metals.

If the resulting corrosion products are soluble or otherwise removed from the anodic areas, corrosion proceeds; if they accumulate, they may protect the metal against further corrosion or, if they are more cathodic than the bare metal, they will accelerate and localize the corrosion.

Other factors which determine the amount of current that flows from metal to soil are the size, number, and location of anodic areas. Galvanic corrosion may result because of contact between dissimilar metals, and because of local differences in the packing of the soil which may produce oxygen concentration cells; the regions with less oxygen are anodic with respect to those with more.

Bacteria must also be considered, particularly the anaerobic sulfate-reducing bacteria that converts soluble sulfates to sulfides. These are most active in poorly aerated swamp areas where the pH of the soil water is about neutral and there is enough

organic matter and soluble sulfates for the organisms to thrive.

Soils and Burial Procedure

The 95 soil types used in the field program show wide differences in physical and chemical properties. In texture, the soils vary from soft, spongy peats through soft clays, loams, and silts to coarse-grained sands and gravels. The resistivity ranges from 51 ohm-cm, approximately that of sea water, to a value over 1,000 times larger, indicating the absence of soluble salts. Chemically, the soils range from extreme acidity (pH=2.6) to high alkalinity (pH=10.2), and from highly oxidizing to definitely reducing. In addition, there are striking differences in the kinds and amounts of soluble salts present.

In the first extensive burials (1922), specimens of commonly used ferrous pipe materials were buried at 47 test sites. In 1928, similar ferrous mate-

rials and some copper and copper alloys were buried in a new group of sites; and a burial program was also started on bituminous coatings. Between 1932 and 1941 additional burials were made of low- and high-alloy irons and steels, copper and copper alloys, zinc, alloys of lead, lead-coated steels, galvanized iron, tin-coated copper, various nonbituminous organic coatings, and asbestos cement pipe.

As a rule, 10 or 12 specimens of each material were buried at each site, and 2 specimens were removed periodically, so that corrosion data were obtained for maximum exposures of 12 to 17 years for all materials. Specimens were usually placed in a single row (Fig. 1); and were arranged so that 2 samples of each material could be removed without disturbing the specimens still in the ground. Exhumed specimens were treated in the Bureau's corrosion laboratory by chemical and mechanical procedures to remove the corrosion products without significant loss in weight or mechanical injury to the uncorroded metal. Measurements of weight loss and pit depth were then made.

Plain Ferrous Metals

The plain ferrous pipe materials represented in the field tests were open-hearth iron and steel, hand-puddled and mechanically puddled wrought iron, Bessemer steel, plain carbon steel, pit cast and centrifugally cast iron.

The field test results for these metals, as well as those for low-alloy steels, exhibit very clearly the controlling influence of the soil on the character of the corrosion (Figures 3 to 6). All the plain ferrous materials showed similar corrosion patterns when buried in the same soil, but the type of corrosion varied widely in different soils. In general, a high initial corrosion rate decreasing after a few years to almost complete cessation is found in well drained soils with high resistivities; while the corrosion rate is nearly constant after the first year or two in poorly drained soils with low resistivities (Fig. 7).

Alloy Steels and Irons

Data were obtained on the following low-alloy steels: copper-bearing steel, copper-molybdenum open-hearth iron, nickel-copper steels, and steels containing from 1 to 6 percent chromium with and without molybdenum.

The general effect of the alloying elements was to lower the initial

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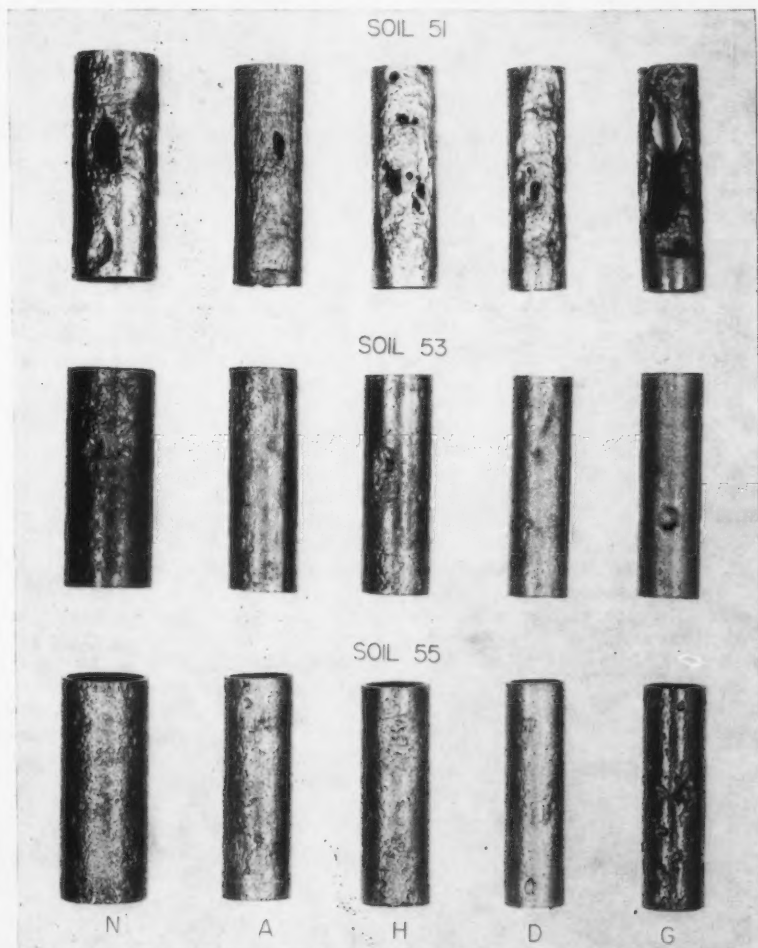


FIGURE 5. Corrosion patterns on specimens exposed for 14 years to very corrosive Acadia clay (soil 51) at Spindletop, Texas, and to moderately corrosive Cecil clay loam (soil 53) at Atlanta, Georgia. The similar patterns produced in different metals by the same soil will be noted. N, plain carbon steel; A, wrought iron; H, copper-molybdenum open-hearth iron; D, 2-percent nickel, 1-percent copper steel; G, plain cast iron.

rate of weight loss, but to increase the initial rate of pitting, as compared with plain carbon steel. Except in very poorly aerated and reducing soils, however, the pitting rate diminished more rapidly for the alloy steels than for plain steels. Chromium and molybdenum were particularly effective in reducing the corrosion of low-alloy steels in the most corrosive site, a cinder fill.

The higher-alloy steels tested contained up to 18 percent chromium, with and without nickel and molybdenum. Increasing the chromium content caused a gradual decrease in weight loss, but pitting was accelerated by additions of chromium beyond 6 percent. The tendency of high concentrations of chromium to accelerate pitting appears to be neutralized by adding sufficient nickel to produce steels of the austenitic type (Figure 8).

Field tests on low-alloy cast irons, containing up to 3 percent of nickel with and without copper, showed that the presence of such amounts of nickel or copper had no significant effect in any of the soils up to the amounts used. Austenitic cast iron was considerably more resistant to corrosion than plain cast iron.

Copper, Brass, and Lead

Results on copper and copper alloys indicate that tough-pitch copper, deoxidized copper, copper containing up to 3 percent of silicon with or without tin, and red brass (15 percent Zn) all behave essentially alike. Soils, including cinders, with high concentrations of sulfides, chlorides, or hydrogen ions were found the most corrosive toward these materials.

The corrosion rate of Cu-Zn alloys with more than 27 percent zinc increased approximately as the amount of zinc and was generally accompanied by dezincification—except in soils with moderate or high concentrations of sulfide. In the sulfide soils the corrosion rate decreased with greater zinc content and dezincification did not occur.

Chemical, antimonial, and tellurium lead showed no appreciable differences in corrosion behavior. The corrosion rate of each tends to increase with decreasing aeration of the soil. Organic acidity was corrosive; but in soils high in sulfates, chlorides, or carbonates, the corrosion products formed a protective coating.

Métals Compared

To compare the corrosion resistances of plain iron and steels, copper, lead, and zinc, the soils were

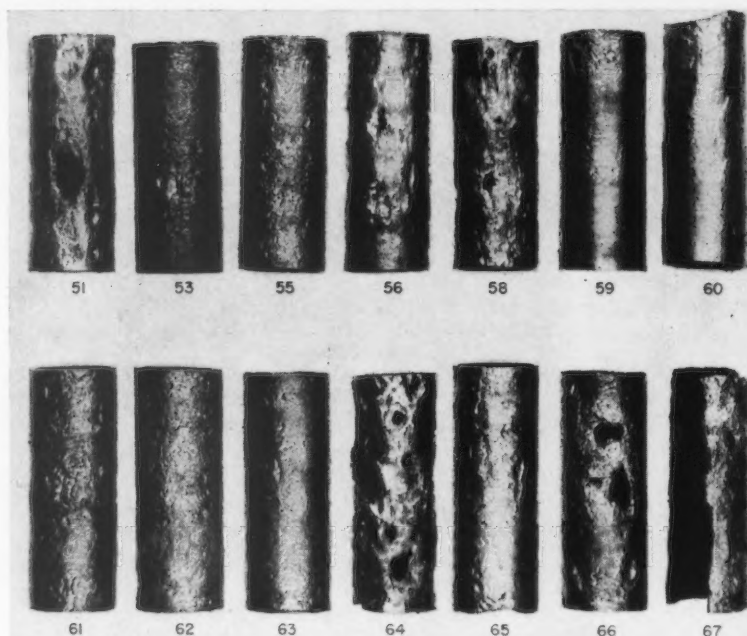


FIGURE 6. Contrasting corrosion patterns produced by different soil environments on plain carbon steel buried for approximately 14 years in each. Soil 51, Acadia clay at Spindletop, Texas; 53, Cecil clay loam at Atlanta, Georgia; 55, Hagerstown loam at Loch Raven, Maryland; Lake Charles clay at El Vista, Texas; 58, muck at New Orleans, Louisiana; 59, Carlisle muck at Kalamazoo, Michigan; 60, Rifle peat at Plymouth, Ohio; 61, Sharkey clay at New Orleans, Louisiana; 62, Susquehanna clay at Meridian, Mississippi; 63, tidal marsh at Charleston, South Carolina; 64, Docas clay at Cholame, California; 65, Chino silt loam at Wilmington, California; 66, Mohave fine gravelly loam at Phoenix, Arizona; 67, cinders at Milwaukee, Wisconsin.

divided into 4 groups: well aerated, poorly aerated, alkaline, and high in sulfide or sulfate. When corrosion-time curves were plotted for specimens buried in representative soils of these types, it was found that plain iron or steel corroded much more rapidly than the other metals in all the soils except the one high in sulfate. In this soil zinc corroded more than steel; but only lead could be expected to withstand for long the corrosive action of such a soil.

In the well aerated and poorly aerated soils which are representative of most of the United States, copper showed the highest corrosion resistance. This superiority is especially marked in the poorly aerated environment, where the corrosion rates of iron or steel, zinc, and lead are proportional to time. In the well aerated environment, the rates of corrosion of the same metals decreased rapidly with longer periods of exposure.

Galvanized Coatings, Asbestos-Cement Pipe

Field tests on galvanized coatings over iron and steel showed that a 2-oz ft² coating of zinc was sufficient protection in inorganic oxidizing soils, 3-oz ft² was needed in inorganic reducing soils, and still heavier coatings in high reducing organic soils. For steel coated with lead and copper coated with tin, both by the hot-dip process, it was found that in a great

many soils the local corrosion is much deeper than the thickness of generally available commercial coatings.

Coatings of vitreous or porcelain enamel revealed no signs of deterioration in 14 years' exposure. Baked phenolic coatings showed marked superiority to air-dried phenolic coatings in preventing pit formation in the underlying steel. Rubber and rubber-like coatings were also very successful, mainly because of their large thicknesses. Numerous other organic coatings failed to give adequate protection because of insufficient thickness or unsatisfactory bonding between metal and coating.

Extensive field tests were made on all bituminous coating materials commercially available (1929-1932), including shields, wrappings, and reinforcing materials. As a result of these experiments, performed with the cooperation of the American Gas Association and the American Petroleum Institute, improved methods of applying the coatings were developed, many previously used coatings were removed from the market, and new specifications for bituminous coatings were adopted by the industry.

Pipes of asbestos-cement, now widely used for transporting water, were exposed for periods of up to 13 years. In general, the data show an increase in strength during the first few years,

CONTINUED—on Page 34

Aluminum Making Strides With Quality Fence Products . .

Nichols Wire & Aluminum Company is meeting the challenge of the expanding aluminum fence market, with field tested and "Quality Controlled" fence materials.

A type of bed spring woven by a New England manufacturer at the turn of the century has become America's fastest growing fence material—and for soundly practical reasons.

Today, the same kind of machines which made bed springs, now weave aluminum chain link fence fabric which offers the hard to beat combination of ease of installation and freedom from expensive maintenance.

The Nichols Steel Company (now the Nichols Wire & Aluminum Co.) was founded in 1906 by Frank R. Nichols, senior, as a stock company chartered in the State of Missouri, with its home office at Kansas City. In 1922 it purchased the Davenport, Iowa property, thereby expanding its facilities for fabricating steel sheet and wire. Other branches were added for the distribution of its products in various key cities throughout the United States.

After the death of its founder, Frank R. Nichols, senior, in 1944, Frank R. Nichols was elected president of the company. At that time steel was very scarce and in many instances available mainly through gray and black market channels. During the war when Frank Nichols was serving as head of the Material Shortage Department, in the Materials Co-ordinating Agency of the U. S. Government, he had become acquainted with aluminum and it was to this metal that he turned in 1945, since he believed that the Aluminum Industry was a giant just starting to flex its muscles.

Machinery at the Nichols plant had to be modified, new production methods had to be developed and the firm had to retrain their employees, but machines which had formerly drawn only steel wire now produced aluminum wire.

New equipment was added for heat treating aluminum and a myriad of new merchant products flowed from the Nichols plant by the carload, including: Nails, clothesline, roofing sheet, roofing

During my visit to the home office and plant of the Nichols Wire & Aluminum Company at 1725 Rockingham Road, Davenport, Iowa, I had the pleasure of meeting its youthful president, Frank R. Nichols and the firm's dynamic assistant sales manager, Girard J. Brennenman who conducted me through the plant.

Other people that I met during my visit included James Case, midwestern sales manager and John Fox, plant engineer. All were extremely helpful and courteous and as a result, made this article possible. In all probability this is the first inside story concerning aluminum fence products ever to be presented to the Fence Industry.—JEAN LYON, FI's Field Reporter in Iowa.

accessories, flashing, barbed wire and chain link fabric . . . all made of aluminum.

In addition to manufacturing this assortment of products the company began the development and expansion of wire drawing facilities which have enabled them to become one of the three largest suppliers of aluminum wire in the United States. This aluminum wire, termed "Manufacturer's Wire," is sold to other companies for further manufacture into scores of diverse products.

Since the majority of the company's products were now made of aluminum, the stockholders changed the name of the firm to the Nichols Wire & Aluminum Company in 1948.

The company has installed some of the most modern machinery in the world in its Davenport, Iowa plant and has been a pioneer in the development of the continuous casting of aluminum redraw rod which is then drawn into wire in diameters ranging from 3/8" down to .010", about the diameter of a horse hair. In this process aluminum pig is melted in huge furnaces, cast into a continuous mold and then rolled into redraw rod.

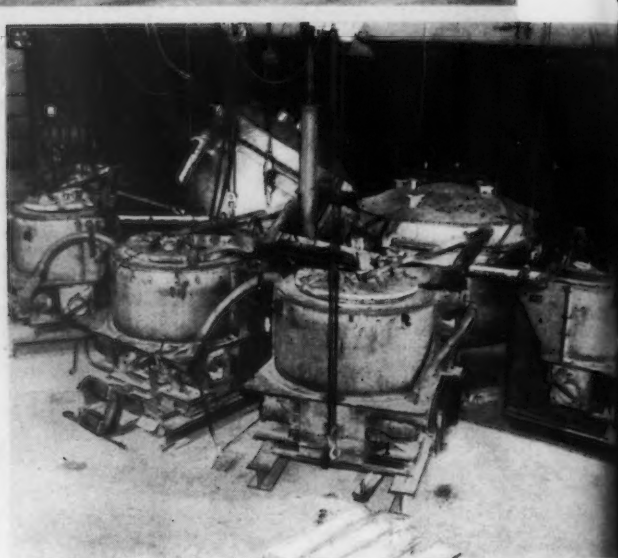
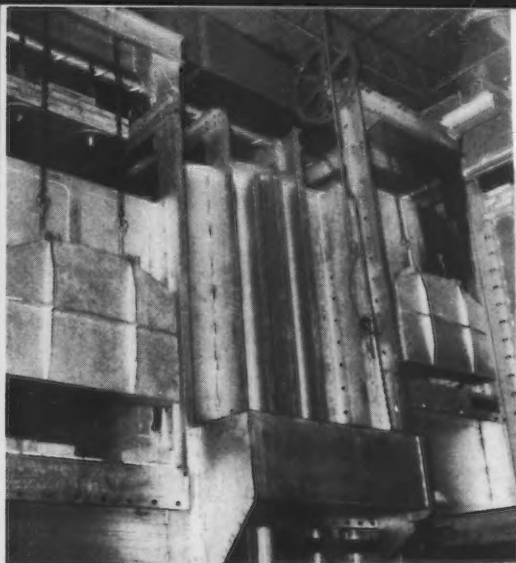
The company has installed a system of quality control which insures its customers that they will receive only the highest quality material. One segment of this operation includes a laboratory with equipment which they say is unequalled by any other company of like size engaged in the similar operation. Included in the laboratory is a new spectrometer which permits alloy analysis in a matter of seconds.

Nichols aluminum sheet is also finding its way into industry as well as into the merchant products which the company offers, one of the newest of which is aluminum "Grass Stop" this is used to maintain neat lawn borders.

CONTINUED—Next Page.



THE BAIRD ATOMIC-DIRECT READING SPECTROMETER is operated by technician Gertrude Saunders. This instrument provides a rapid method for determining chemical analysis of aluminum and its alloys by combining electronics with spectrography. An exact percentage analysis of 13 different elements in aluminum may be made in 3 minutes. An older method required approximately 8 hours.



TOP LEFT—A section of the huge gas melting and holding furnaces used at the Nichols plant in the continuous casting of aluminum.

LOWER LEFT—Molten aluminum is being poured at 1280°F from a 5000 pound holding furnace into the continuous mold of the Properzi Mill.

TOP RIGHT—Aluminum pigs each weighing 50 pounds are charged into the melting furnaces at temperatures ranging to 1280°F.

LOWER RIGHT—Battery of electric melting, alloying and holding furnaces used in the Properzi process of continuous casting of aluminum red draw rod.

MASSIVE and MODERN MACHINERY in OPERATION in the vast Nichols Wire & Aluminum Co., Davenport, Iowa plant.

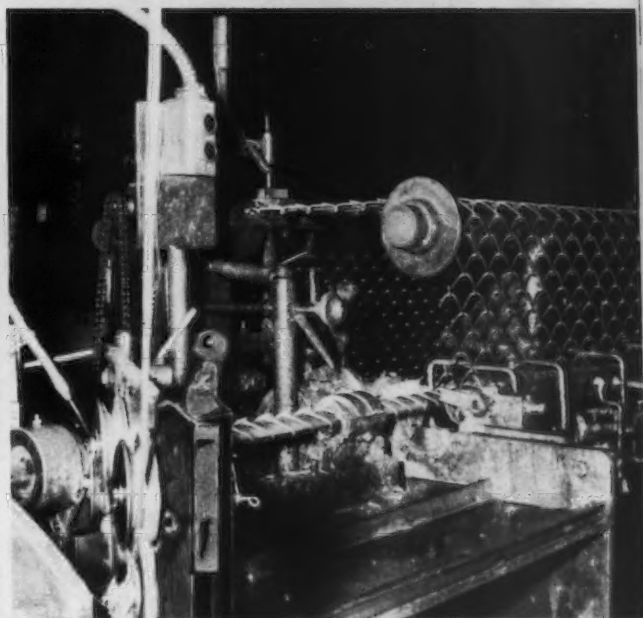
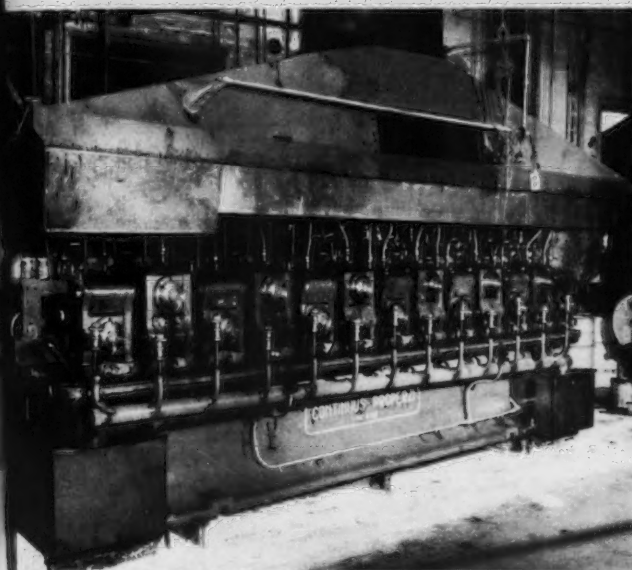
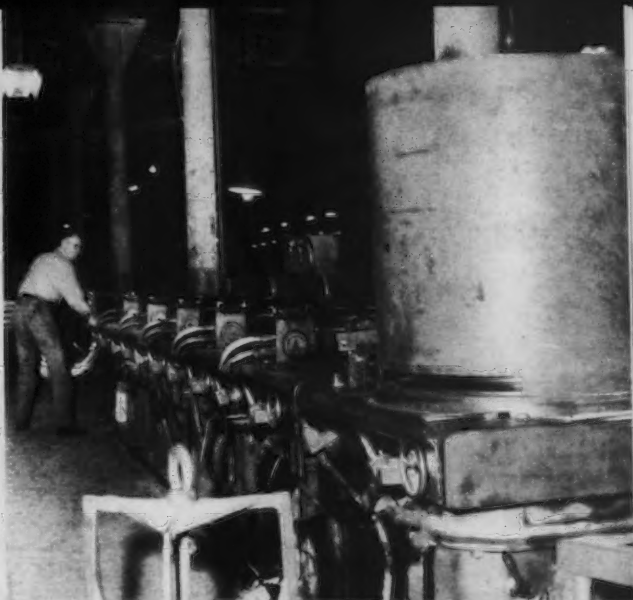
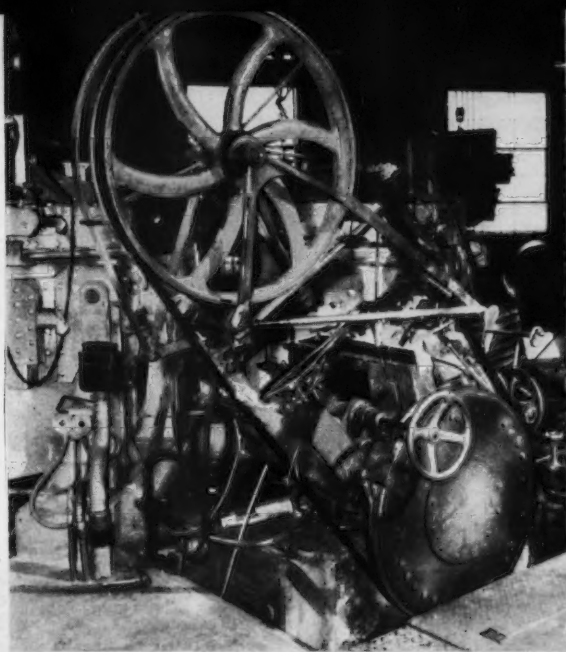
A small specialty item which the company manufactures is used by practically all chain link fence erectors in the United States. It is the Nichols aluminum chain link fence tie. A preformed tie, made in several different wire gauges, in an assortment of lengths and suitable for attaching galvanized or aluminum fabric to fence posts and top rails. (See Page 34)

A national sales organization approximating 50 salesmen has enabled the company to establish its products in virtually every state. Warehouses are maintained in Danbury, Conn., and Oakland, Calif., while branch offices are situated in Atlanta and Cincinnati.

Substantial quantities of aluminum have been exported by the Nichols company and high on the list is their aluminum barbed wire which has found top acceptance in Latin America. "Never-Stain" the Nichols trade marked aluminum barbed wire, is made of the same high strength alloy which is used in the manufacture of their chain link fabric. While in the United States this product is used to supply added protection by stranding at the top of fence installations, in Latin America it is used as a stock barrier on the cattle ranges. Its strength, long life and light weight in shipping and handling have made it ideal for this market.

Just what the economic advantage of freedom from maintenance for chain link aluminum fences is, has been spelled out by Frank R. Nichols. As one of the nations leading producers of aluminum chain link fence fabric, he evidently speaks with authority.

"Our fence fabric facilitates fence installations because it is supplied in 100' rolls and it therefore requires less splicing and joining. A time saving factor is a money saving factor in today's high labor market. Another reason for the increasing demands for aluminum fences is its light weight. Shipping trucking and handling costs being considered. Aluminum fences require no painting and in certain



ALUMINUM PIGS to ALUMINUM WIRE drawn as fine as a horse hair.—Article Begins On Page 19—

TOP LEFT—Casting wheels of the Properzi continuous casting machine. Molten aluminum is introduced into the cavity mold. Circulating water solidifies the metal which comes off in a v-shaped casting and is then introduced into the rolling mill.

LOWER LEFT—Rolling mill of the Properzi process. The continuous casting from the wheel going into this mill is processed by a series of rolls set at varying angles and shape the casting into round rod 3/8" in diameter. This changes the metal structure from cast to wrought.

TOP RIGHT—Six stand Swedish wire drawing machine produces aluminum wire at the rate of 2200 feet per minute. The diameter of the wire is progressively reduced from 3/8" diameter redraw rod to the finished diameter required by being drawn through varied tapered dies.

LOWER RIGHT—Weaving aluminum chain link fence fabric. Machine weaves 6 and 9 gauge 100' rolls in heights 3' to 12'. Two wires feed into the machine and are formed around the blade shown at the left. They are then interlocked spirally to form the mesh. Wire ends are then automatically cut off, twisted and barbed.

areas where industrial or seacoast air is concentrated it stands up to these elements and is sometimes the only fabric which will endure these hardships."

Nichols "Never-Stain" aluminum chain link fence fabric is made from a special high strength alloy and is produced in 6 gauge and 9 gauge, with a two inch mesh and in heights from 36 inches to 144 inches.

"Aluminum chain link fence fabric is especially advantageous," says

Mr. Nichols, "because its weight makes possible the use of a more economical framework. There are of course some do's and don'ts about aluminum chain link, just as with all products. For example, when aluminum posts are used, the end of the post which is set into the concrete should be given a coat of bituminous base paint. While it may be used on an all aluminum framework, many erectors use it with galvanized steel

posts, top rails and other conventional fittings.

Chain link fences of aluminum in 9 gauge (.148" dia.) is generally regarded as satisfactory for highway or industrial applications. The heavier 6 gauge (.192" dia.) is recommended for security fences where maximum protection is desired.

"It was not until the development of aluminum fence fabric

CONTINUED—on Page 34

RIGHT or WRONG—Continued from Page 11

3. A person shouldn't have to choose between her job and her religious duties.

The company answered this delicate question like this:

1. We can't cater to every religious group, as people would always be taking time off.
2. Leave of absence is not an employee right. It is granted only at management's convenience.
3. We allow certain religious holidays, but cannot agree to let employees take off for religious affairs of their own choosing.

Was The Company: **RIGHT** ☐ **WRONG** ☐

What Arbitrator Arthur Stark ruled:

"The observance of all religious rites is not an employee's contractual right under the contract. This makes sense. To hold otherwise is to conjure up a constant parade of workers from various religious backgrounds, coming and going to work on this day or that—depending on their religious beliefs. Our society, rightly or wrongly, has subordinated religion to the more mundane aspects of life. It requires citizens to conform to certain accepted practices—not at the peril of their lives, but certainly at the peril of narrowing the area of potential employment. If one's religion required one to pray between one and three each afternoon, there are a number of jobs one couldn't hold. Discharge does seem rather strong in view of the employee's obviously sincere convictions. Yet when asked whether she would do the same thing again, if reinstated, Mrs. Lyle answered firmly 'yes.' Under the circumstances, there is no point in ordering her reinstated, only to defy management's decisions once more."

PORTABLE ROCK DRILL—Continued from Page 12

gasoline engine coupled through a rubber centrifugal clutch to a rotary blower which generates air to clear the drill hole. The power unit assembly, weighing less than 200 lbs., can be supplied with either a wheelbarrow mounting, as used on the Massachusetts Turnpike, or a carry-handle mounting. The drilling hammer, weighing approximately 50 lbs., is designed for drilling a 1 1/2-inch hole to depths up to 16 ft.

The Anchor Fence contract was carried out under the supervision of J. D. Jasper, field superintendent. Jasper has recently assumed charge of the New England Thruway extension and is using two Pinazza portable rock drills on the new job. H. Borner, in charge of the Anchor Post Products offices at Elmsford, N. Y., keeps a Pinazza portable rock drilling set on hand to take care of a variety of smaller jobs in the area.

Other companies that have recently followed the pattern set by Anchor Fence on the Connecticut Turnpike include: Westport Fence Company, Westport, Connecticut, which uses a lighter unit known as the P60/S4; Pioneer Fence Company, the Bronx, New York, which rented compressed air equipment for such jobs until the availability of the portable drills became known.

Anchor Post Products Inc. have conducted a substantial part of the fencing on major U. S. highways in recent years. Their contracts have included: all the fencing on the West Virginia Turnpike; all of the chain link fence on the New Jersey Turnpike; approximately 120 miles of fencing on the Ohio Turnpike; 80 miles of fencing on the Indiana Toll Road; about 50 miles of deer fencing on the New York Thruway; and sections of the Kansas Turnpike.

(Circle B.S.C. #31)

PERKINS—Continued from Page 9

who ordered an 8-foot solid redwood fence, measuring 5286 linear feet, at a cost of \$4000, the longest and highest priced residential installation the Perkins company has made to date.

To the above job, as to all jobs they do, Perkins applies what they call the "S"entials of good fencing: "Sighted for sure straightness and safety and free of sag or shift."

Mrs. Perkins makes use of every advertising media she can to keep the buying public Perkins-fence-minded. Annual displays for promotional purposes are set up each year at the State Fair in September and at the Home Show in the spring. Registration cards award the winners special allowances (\$100- \$50- \$25) or discounts which they can apply on fencing within the year. From these cards and from current lists supplied by retailer service bulletins, prospects are contacted which often result in bonafide sales.

Asked about such recognized industry problems as collections and price wars, Mrs. Perkins reflected no concern about either. Clearance through Title I and Home Improvement Loans simplifies collections. Bank loan officers encourage fence building as an added asset to property values as well as a protective safeguard for future young customers of the interested bank.

As for price wars, said Mrs. Perkins, "These come and go, blow hot and cold, and the participating dealers nearly always hurt themselves more than they do the industry. We want all the customers we can get, of course, and we keep competitive within sensible bounds but we don't try to beat the other fellow to the bottom of bottomless prices. It still takes profits to meet payrolls, maintain standards, and justify investment and endeavor."

A quotation, credited to Chief Justice Charles Evans Hughes, hangs where Mrs. Perkins can keep a mindful eye on it. It reads: "A man has to live with himself and he should see to it that he always has good company."

Mrs. Perkins keeps that good company even to the extent of being an Honorary Colonel on Oklahoma Governor Gary's staff as an impressive, gold sealed, officially signed, and handsomely framed document on the wall back of her desk attests.

A fence-high salute to Colonel Frances Perkins and many miles of straight fences ahead!

FTC Issues 9-Point Guide Aimed at Fictitious Pricing

The Federal Trade Commission in its war on trickery in price advertising, has issued to its staff a nine point guide on where the law halts fictitious pricing. The Commission has served notice on all advertisers and sellers that intensified enforcement has been ordered.

The guide also signals a campaign by the Commission and civic organizations, such as Better Business Bureaus and the Advertising Federation of America to acquaint the public with price tricks which have enabled unscrupulous merchants to pass off regularly priced merchandise as bargains.

FTC Chairman, John W. Gwynne, described the 9 point guide as the long needed spotlight on the advertising evil that has misled the public and worked competitive hardships on merchants who advertise honestly. Its solution calls for no less than a united effort by all groups—to get price advertising back on a truthful level, he stated.



The attractive night time display of the Cape Cod Fence Company, on Route 28, South Yarmouth, Mass.

OBSERVATIONS ♦ ♦ ♦ Coast to Coast

Observations in this issue reports on erectors, dealers and suppliers. Some helpful suggestions, successful methods of merchandising, oddities and likes and dislikes have been observed nationwide.

FI's field reporters and photographers credited with the Observations in this issue are: Donald R. Acklin, Toledo, Ohio . . . Albert S. Keshen, Newark, N. J. . . . G. Beyers, Staten Island, N. Y. . . . Lynn F. Snoddy, Shreveport, La. . . . Pete Czura, Hammond, Ind. . . . Jean Lyon, Cedar Rapids, Iowa . . . Ruel McDaniel, Port Lavaca, Texas . . . Don Hammett, Castro Valley, Calif. . . . William Rutledge III, North Hollywood, Calif. . . . Virginia Corning, Portland, Oregon . . . and our thanks to Robert Milligan of Cape Cod Fence, for his contribution.

As pretty as a Christmas Card is the night time display of the Cape Cod Fence Company, Route 28, South Yarmouth, Massachusetts. Robert Milligan, president of the company tells us that this display at night sells fence during the day.

The success story of the firm is related by Robert Milligan who started this business in the back yard of and with Charles MacKenney as a part time project after working hours so as to increase their income.

Once started, the partners MacKenney and Milligan found their business growing so fast that they had to purchase a truck to deliver and haul the products of Walpole Woodworkers who was their supplier.

The following year, in 1956, they built a workshop on the main highway and purchased another truck to service their customers.

In the late fall of 1957 Palmer Davenport joined the active partnership as promotional and finance manager, and then the firm built their own cedar mill, Milmac, Inc., at Unity, Maine, to produce post and rail as well as pickets. The mill, now in operation is the source of supply for numerous fence dealers in New England. At the height of the season the 40'x180' mill was operating two shifts and employed 34 workers.

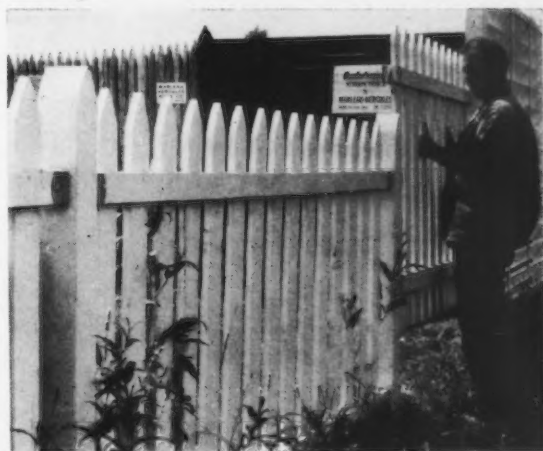
The display room and office shown above is small but very attractive and has served to increase sales as it gives the salesmen a quiet place to talk with the prospect and the display set up outside of the windows gives the customer a visual idea of how his fence will look without having to walk to it.

"We are very proud of our sales office and display," said Mr. Milligan, "and we'll be happy to have the trade visit us any time they are in this beautiful Cape Cod country."

Marleau-Hercules Fence Co., 3600 Detroit Ave., Toledo 12, Ohio, manufacturers and erectors of metal and wood fences have developed a galvanized metal clip for attachment to picket posts.

According to B. C. "Bobe" Marleau, owner of the firm, their Summer promotions have created a sizeable volume and demand for their double-sided picket fences which are equally attractive on either side and easier to manufacture and assemble.

Fences are pre-assembled in sections at the plant on a jig that quickly spaces the pickets. In the field, smaller sections can be assembled easily by one man, as these sections are fastened to posts by galvanized metal clips.



Demonstrating ease of installation when clips are attached.

"Big advantage in these clips," said Charles M. Schira, sales manager, "is that we don't have to cut posts or mortise them. This also eliminates a water trap. In addition, we can pull away 1" to 1½" and still get by in the field assembly."

"Another advantage in using these clips," said Schira, "is that installations over an uneven terrain is accomplished by the flexibility afforded when mounting the clips to the post." The firm is currently furnishing these clips to the trade in two sizes; to accommodate a 2x3" outside picket rail and a 1x3" double sided picket rail.

More OBSERVATIONS next page.



Bright Acre, Shrewsbury, N. J. . .

A. J. Gurdin, owner of Bright Acre at Shrewsbury, New Jersey started his present business in 1952 after many years of employment with the Wright chain of hardware stores. His slogan is "Bright Customers Are Our Customers."

As A. J. is a bright and cheerful individual, we can understand the selection of his firm name Bright Acre. His sense of showmanship and salesmanship is evidenced by the display near the entrance to his establishment. Here are displayed nine styles of wood fence and scale models which may be positioned with ease for customer interest.

Stating that his firm was the first in the world to introduce split cypress as a competitive to split chestnut when that became scarce because of blight several years ago, he contends that he prevailed upon the Du Bois Fence Company to produce this for him, and that since then it has become a popular item in the trade. Another advantage of this brand says Mr. Gurdin is that it cuts freight in half.

Bright Acre sells wire and chain link and some fabricating is done on the premises, such as wood gates and ornaments. The main line is Du Bois split cypress post and rail shipped in from Florida. The firm has had excellent success selling the home developments constantly going up in the area.



Collinson Fence, Orange, N. J. . .

The Collinson Fence Company at 366 Crane St., Orange, New Jersey, occupies a building across from the freight house of the D.L.&W.R.R. thus expediting incoming and outgoing shipments. The company formerly known as the Joshua Collinson Fence Company claims to be the oldest fence concern in America, having been established in 1880 by Joshua Collins in East Orange. The firm has been at its present location for the past 33 years.

Robert Wheeler, president, and Mrs. E. F. Roney, treasurer of Collinson said that there was a definite

upswing in the trend for chain link residential installations as reflected in their own business.

"Colco" Fences is the firm's trade name for its chain link products and they also fabricate gates, pipe railings and some fittings. Production keeps a force of seven installers busy all year and this crew is increased during their busy seasons.

The firm does not engage in extensive promotions, relying mainly on their long standing reputation and satisfied customer referrals. One method of selling used by the company is the use of 8x10" photographs of a varied number of their installations arranged in neat albums. Each of their salesmen is furnished this portfolio which enables a salesman to point out a specific installation close by and known to the prospective customer, thus serving as a recommendation of the firm's services.



General Metal, Newark, N. J. . .

Charting the course for their *Do-It-Yourself* customers has helped to build a sizeable fence business and profit volume for the fence department of the General Metal Mfg. Co., 203 Johnson Ave., Newark, New Jersey.

The firm was originally started in 1920 as a sheet metal business and in 1937 moved to the present location where they occupy their own four story brick building at the Johnson Avenue address. Here, Samuel and Albert Rothfeld (the owners) have built up their fence business to a point where 10,000 sq. feet is allocated to this operation.

Originally, solicitation from hardware stores in the surrounding area accounted for their first fence sales. They then proceeded to sell the plants in this concentrated industrialized section of New Jersey and this proved to be a *natural* for this growing concern.

When the *Do-It-Yourself* era became popular the Rothfelds decided to capitalize on this phase of the business as the potential offered unlimited possibilities. As a result, a salesroom was set up in their establishment, large enough to accommodate numerous wire and chain link fence displays.

The *Do-It-Yourselfers* at General Metal receive full dress instructions in a step-by-step method of fence installing from wall charts, including the proper use of tools which are available on loan, at no extra cost. Customers are invited to return for additional details or to phone for advice if problems develop.

The Rothfelds are very pleased with this phase of their business which they have developed on the philosophy of creating good will and rendering unlimited service to their customers. "We have no complaint with the *Do-It-Yourself* phase of our business," said Sam Rothfeld, "and not a single fence tool has been lost to date."

More OBSERVATIONS next page.

**Dean's Fences, Keyport, N. J. . .**

Setting up chain link fence sides on its two trucks is serving a double function for Dean's Fences, 98 Church St., Keyport, New Jersey as it demonstrates materials sold and serves as a protection for the loads carried.

Robert G. Dean, owner, got the idea when he had to decorate his trucks for a local pageant. They looked so good when he removed the side wood panels and put in the fencing that he decided to make it permanent. Now he has effective mobile advertising units for his business.

Mr. Dean claims that he is the only manufacturer of small mesh on the East coast. His shop makes wire tennis nets for buyers all over the country, the copper welded nets satisfying strong demand from parks, schools and recreation groups. He also produces a lot of small mesh product and any size chain link for various purposes. These are all made to order, even for other manufacturers.

Although most volume is in metal fencing, the company does a limited amount of wood jobs so as to provide a well-rounded service for customers who need this kind of material.

The machine shop, which is equipped for all types of fabricating is manned by two mechanics. There are three drivers who make deliveries to all parts of the state.

Mr. Dean established his business in 1937 after having worked 17 years for another fence firm, so he claims a total of 38 years experience in the fence business.

**Hurricane Fence, Shreveport, La. . .**

The outside display of the Hurricane Fence Company, 4606 Jewella Road, Shreveport, Louisiana is directly responsible for a substantial increase in their sales, according to John Abel, manager of the company.

Erected on the front of the company's property and adjacent to a well traveled thoroughfare, the display offers those passing by a view of four styles of wood fences and a fenced-in section of the Hurricane chain link.

Middletown Garden Center, Middletown, N. J. . .

"Rustic fences are going well in this area," said William Walling, landscape contractor and owner of the Middletown Garden Center, Middletown, New Jersey. "Rustic blends perfectly with redwood and other casual furniture we stock and keep out in open display," he added.



By concentrating its outdoor fence display into their two fastest selling lines of split and round rail and selling other types on order, Middletown Garden Center impresses its customers with its ability to supply rustic fence materials from supplies on hand.

Asked how he happened to get into the fence business Bill Walling stated that as a landscape contractor it was the normal thing to do. Wire mesh, chain and chain link is also carried by Middletown but in minor quantities.

**A Farm Fence Tightener, in Iowa . . .**

A farmer has solved the problem of tightening a short stretch of fence.

After setting his corner posts, he had welded two half inch, iron rings which were at least an inch greater in inside dimensions than the corner post. On these two half inch rings he welded 18" threaded bolts. After fastening the fence securely to one corner post he then cut the woven wire a suitable length. This left him with the opportunity of inserting this continuous fence tightener. The suitable length of fence would have measured to but not around the second corner post.

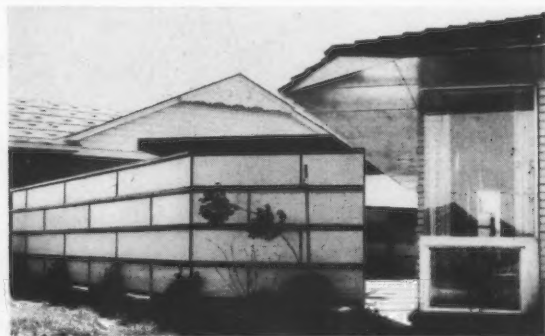
More OBSERVATIONS next page.

OBSERVATIONS . . . continued

The loose end of the fence he fastened around a discarded 2" shaft which had been cut to match the fence height. This shaft had previously had holes drilled, 2" from each end through which the threaded bolts could be inserted and the burr started.

By tightening both the upper and lower burrs at approximately the same time, it was a very simple matter to keep the pull even or adjust accordingly. In order to save space on the threads the fence was pulled tight before the continuous fence tightener was applied.

Use, time, and weather loosen the short as well as the long fence. With his continuous fence tightener permanently in place there is no need for the fence to look slack. Tightening the burrs on an 18" threaded bolt means years of tight, neat fence.



Masonite and Lumber Combination, in Illinois . . .

Adding to the beauty of this backyard barbecue and patio area is this unusual fence made of Masonite 1/4" Peg-Board panels framed with light lumber and painted in various colors. Although they effectively screen the area, the perforated hardboard panels permit the free flow of cooling breezes across the patio and yard.



Snow Fences and Fun, in Michigan . . .

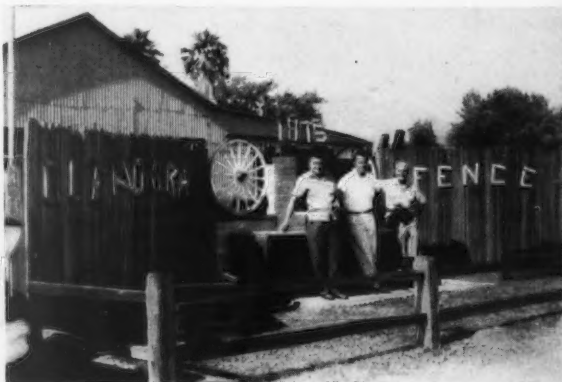
In Michigan, school youngsters pitch in each year at several state parks to help under-manned park crews ready the area for summer or winter seasons.

These children are rolling snow fences for the lake beach in their community. When this is done in groups the venture becomes fun and pleasure and the air is filled with the sounds of much merriment and laughter. This scene was taken at Grand Haven.



The Fence Whisky Paid For, in California . . .

Two youngsters visiting scenes of California's 1849 Gold Rush replace stones that have fallen from a 100-year old stone fence. There is nearly 200 miles of such fence on ranches of the Mother Lode country, in the western foothills of the Sierra Nevada Mountains. The fences were built by Chinese who were impoverished after the surface gold was gone. The stone fences of this 1,800 acre cattle ranch were built by pig-tailed Chinese in exchange for three barrels of whisky. The scene is a few miles south of Angeles Camp, locale for Mark Twain's story of the jumping frog.



Glendora Fence, Glendora, California . . .

You don't have to go beyond the entrance of the Glendora Fence Company at 1875 E. Alosta Ave., on Highway 66 in Glendora, California to note the quality of the firm's work. When our photographer called, Homer Sloggett, co-owner was vacationing but he managed to photograph Don Sloggett, partner, Carl Fish and E. C. Glassow, sales manager.

Homer and Don Sloggett started their fence company in 1951 with 1 truck and one employee. Today, the firm employs 15 full time workers and operates 6 trucks to meet the demands of this fast growing community.

Ninety percent of the firm's business is residential, with the remainder commercial and institutional. Wood, chain link and concrete block are the most popular materials in Glendora.

In a growing area such as theirs they find many school jobs on which to bid but frankly admit that they often find themselves out of the contract because of being underbid by the large chain link suppliers.

More OBSERVATIONS next page.

OBSERVATIONS . . . continued.

Homer Sloggett has been building fences for 26 years and his brother Don has been at it for 17 years and they got their start with a fence firm in Whittier long ago. Don Sloggett says that fences are cheaper now than they were ten years ago. He credits the suppliers lower prices with helping to boom the fence business. *Economists please note.*

The Glendora Fence machine shop is well equipped with cutting torches, tools and woodworking machines, a gate bending machine and a special mortising machine for cutting square holes in posts, a German importation.

Robert Frost's famous poem declares, "Good fences make good neighbors," but the Sloggett's declare, "good fences make good customers out of those good neighbors . . . and that is just our policy."



Midway Lumber, Portland, Oregon . . .

There are many ways to get leads for fence jobs; but at Midway Lumber Supply, "ringing door bells is not one of them," says O. K. "Ole" Ruotsi, who heads the fence department for this Portland, Oregon company at 7520 Macadam Avenue. He has a number of methods which he finds more to his liking.

One source of business for Midway is a sizeable and elaborately set up display of their wood fence installations staged at the Festival Center in Portland's city park during that city's Rose Festival. Similar exhibits are shown at the Portland Home Show and annual Multnomah County Spring Gardens Show. These exhibits are viewed by the thousands attending the festivities and result in a prolific source of leads for Midway Lumber Supply.

The firm specializes in California Redwood and British Columbia cedar. "It doesn't pay to be in the fence business unless you know your stock. Know all kinds of wood and what you can expect from them. I know of no phase of the building industry that requires a greater knowledge of the product than fences," says "Ole" Ruotsi.

"Seventy percent of our fence business is through direct referrals," says Mr. Ruotsi, whose difficult surname (pronounce it "root-si") has made it easy for people to call him simply "Ole the fence man." Ole likes this terminology because it puts him on a friendly footing with his customers.

Owners of Midway Lumber Supply are two partners, Walter Gruetter and William Mitchell. During the approximately 15 years the firm has been in business, it has supplied stock for fences and has been installing them for about 7 years.



Tripulas Building Materials, Wharton, Texas . . .

Things are different in Texas: Gus Tripulas, owner of the Tripulas Building Materials Company, 514 Walnut St., Wharton, Texas, has sold and erected a lot of fences in his time, but never one to keep the customers out. Only recently he completed his most unusual job, insofar as the purpose of the fence was concerned.

He installed a chain link fence around a tire store in the nearby town of Hungerford.

The only public access to the store is by a chain link gate and during much of the time the gate is locked.

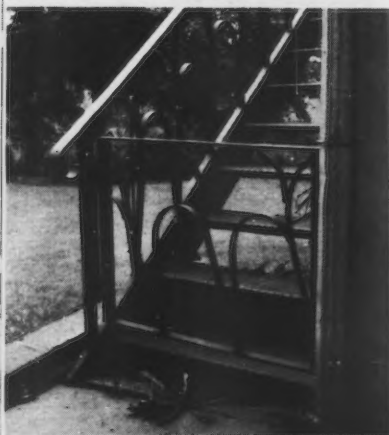
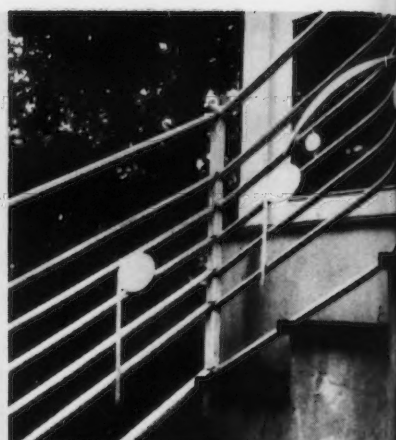
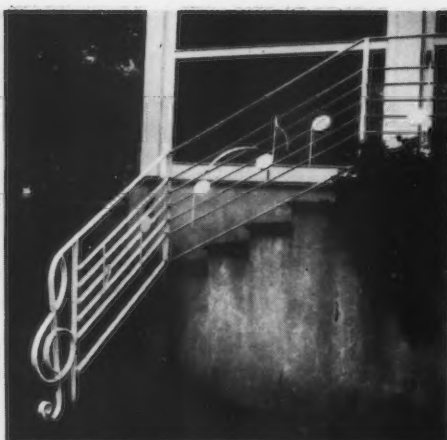
The place of business requiring this fence enclosure is a family operated tire shop doing a retreading business and as such, spend most of their time in back of the store. And that, indirectly, was responsible for the construction of the 4'x110' fence across the front and sides of the store.

"Odd as it appears to fence in a retail store, in this case the fence was logical and practical," declares Mr. Tripulas. The store is on a busy city highway and the displayed tires proved to be of too great an interest to some persons who failed to see the necessity of buying them. They would hide their cars around the curve and when noting the owners busy in the rear of the store would remove a tire or two and roll them to their concealed cars.

The fence stopped the thefts and the store owners do not feel that the fence has hurt sales. When the gate is locked, a push on the buzzer button will let the customer in. "It's a new angle on fence sales," says Mr. Tripulas.



BLESS THAT FENCE!



MUSIC—RAILINGS and ARTISTRY by Irv Mittag

Fences and railings which have been executed by Irv Mittag, 999 Welding Supply Company, 183 Chestnut Street, Ridgewood, New Jersey receives FI's spotlight this month. Mr. Mittag is an authorized "Air-co"-Air Reduction Sales Company dealer.

The installations shown on this page are refreshingly different and beautiful. Made of steel, the parts were first shaped by oxygen cutting and then joined by both arc and gas welding. In addition, braze welding was used to complete the job.

The musical gate and railings shown in the top and bottom row of photographs were designed by Mr. Warren Neale, for his home in Ridgewood, N. J. and executed by Mr. Mittag. The notes on the fence, gate

and railings leading to the porch are to the tune of "No Place Like Home," and the notes leading to the back porch and kitchen are to "Let's Have Another Cup Of Coffee."

The center set of photographs showing the gate, stairway and sundeck railings are of an unusual and pleasing design. These were both executed and designed by Mr. Mittag for the home of Mr. A. Van Emburg in Ridgewood, New Jersey.

Firm believers in things that are different and beautiful, the editors of FENCE INDUSTRY salute Irv Mittag for his artistry and also the Air Reduction Sales Company of New York whose equipment made these installations possible.

Combining Chain Link, Wood And Wrought Iron

Effective use of all three fence materials is noted by FI's field reporter Jean Lyon in Iowa.

A truly beautiful yard that exudes privacy, livability, and utility is that of Mr. and Mrs. R. S. Smith 156-20th St. Dr. N.W. in Cedar Rapids, Iowa. With chain link, redwood, and wrought iron they have accomplished charm eloquently expressed.

When the Smiths purchased their ready built home the yard was still fenceless. They wanted a patio outside their kitchen door with easy access to the indoor food center and privacy from the gravel road on two sides of their home.

The redwood louvered screen Mr. Smith made of 2" x 4" and 1" x 10" redwood. The 2" x 4"s were from Heabel's the Builder's Department Store, 701 Center Point Rd. N.E. in Cedar Rapids, Iowa. The 1" x 10"s were from Pay-N-Taket Building Materials 6th St. Rd. S.W. in Cedar Rapids, Ia. Posts of redwood were set in 3' of cement. The screen was built from the bottom up with screws countersunk in the wood. Redwood "Rez" was used to give the beautiful finish. It is manufactured in Saint Louis, Missouri, by the Monsanto Chemical Company. It is a color toned, penetrating, wood sealer. Smiths purchased it through Cedar Rapids Paint Supply Company 509-3rd. Ave. S.E. in Cedar Rapids, Iowa.

The screen is constructed to let in breeze but maintain privacy. The louvered scheme also avoids wind hazard. Snow has been no problem.

2" x 4"s laid upright were forms and left in the cement for pattern in the cement court which is 32' x 15'. The cement is sloped 1/2" toward the street to provide easy run off of water. Concrete was Ready Mixed from King's Crown Plaster Co., 300, 1 "Eye" Ave. N.W. Cedar Rapids, Iowa.

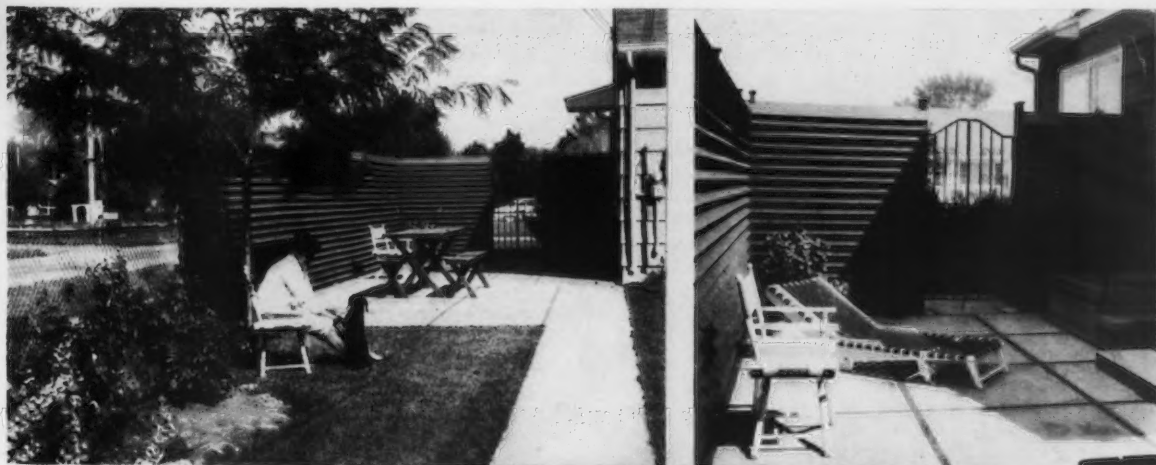
The four sides of the 68' x 135' lot excluding the house, louvered patio and garage were finished with the charm of chain link back of fresh flowers. This chain link was furnished by Sears Roebuck and Co. of 402-2nd Ave. S.E. in Cedar Rapids, Iowa.



Medium weight wrought iron entrance gate makes use of triple hinge to wood to prevent sagging.

Frank C. Saylor Manufacturing Company of Highway 74 R. R. 1 in Cedar Rapids made the impressive wrought iron gate. He studied the design of the stock pattern on the railing of the porch and repeated it in the attractive, tall gate. This gate made to specification is held in place by hinges countersunk in the redwood posts, by a pin that pulls up out of the cement when one gate opens, and by an extension at the top of one gate for the other to close onto, as well as the center fastener. The iron gate adds much to the beauty of the Smith's yard from both inside and outside. Mr. Saylor recommended "Derusto" a protective coating that prevents or stops rust for use on porch rail. It is made by Master Bronze Powder Co. Inc., of Hammond, Indiana.

For privacy and outdoor beauty for family living including meals and sun bathing the Smiths really have it. Chain link, Monsanto "Rez" on redwood, and wrought iron were all selected for beauty and low upkeep. Together or individually each makes a beautiful setting.



Use of all three fence materials creates harmonious garden setting, picnic area and private patio.



Fences enclosing 4-acre pens are helping turkey growers. — Small fenced pastures of Sudangrass increase meat type hog production.

Farm Fences Build Profits . . . by A. B. Kennerly

In order to sell farm fences you must first know some of reasons why farmers erect them. It is not as simple as you may imagine.

Farms are becoming larger as owners buy more land to obtain volume production. But strangely enough, fields and pastures are becoming smaller. Farmers and livestock men are fencing and cross fencing to make possible more intensive production to meet today's high costs of operations.

A dairy farmer in Texas, the first to gross a thousand dollars an acre from this type of operation, fenced off his small 45-acre farm into 5-acre pastures. He fertilized Sudangrass and oats heavily to provide summer and winter grazing for an excellent herd of Holsteins, then poured on the irrigation water with sprinklers. The small pastures made it possible to shift the cows from one to another to make the most of lush growth.

Grass is the cheapest feed on the farm and profit-hungry farmers are using their stub-pencils to figure every way to increase the production of forage for livestock.

A beef cattle producer in Karnes County in South Texas used fences to successfully fight the seven-year drouth which plagued the Southwest. He divided his 600-acre stock farm into pastures ranging from 40 to 90 acres with permanent type fencing. A unique set of records kept him informed on what each pasture was contributing to his livestock program.

A central lane between the pastures made it possible for him to turn the cattle into the various pastures. Pasture A might give only 3 days of grazing to 75 cattle; on the other hand, pasture D might give 12 days to 50 head. Not only was the stockman able to watch the grazing output, but he compared varieties of oats for early, mid-season and late grazing. He was able to determine the best usage from Sudangrass in the summer. None of his land was irrigated. From his records, he finally decided the best practice was to let the land lie fallow in summer and graze it heavily in the winter season. But fences and his records helped him to make the decision.

A young farmer in Goliad County, Texas, has found that fencing can help him to do a better job of feeding out lambs. He has 200 acres planted to oats each September which is divided into three pastures. Each pasture provides two weeks of grazing with the sheep being moved from one to the other and repeating the cycle. He expressed his opinion that smaller pastures would be even better.

The sheepman plants oats for grazing in September which are ready for the lambs by late October or November. Grazing continues in rotated pastures until April when the lambs are sold. This farmer clears as much as \$10 per head when conditions are right.

There's a dairyman in Mason County in Central Texas who has gone all-out in integrating his milk production program. It begins with fenced pastures for forced grazing of irrigated forage crops which have been recommended by County Agent Al Garrett. His pastures are divided into 2-acre tracts, only 38 acres in all. He has 7 tracts for summer grazing involving 14 acres and 12 tracts for winter grazing on 24 acres. Sixty milk cows graze the pastures.

Milk flows from the milking room into the cooling tanks, then into a room where it is pasteurized, homogenized and cartoned for delivery to the homes in the small town of Mason.

Although the dairyman owns more than 400 acres in the farm, he depends on the 38 acres fenced into 2-acre tracts for the bulk of his cheap feed from grazing.

A turkey-egg producer in Hamilton County is demonstrating how fenced 4-acre pens can be made an efficient unit for turkey egg production in a program sponsored by County Agent E. R. Lawrence. Each pen takes care of 1,000 hens and 100 toms. There are 7 pens for the breeding hens. Woven wire fencing is used for confining the turkeys, and range shelters are located within the pen for shade in summer and protection against cold in winter. Nests are built along the fences and are so constructed that the eggs can be gathered from outside the pen. This speeds up egg gathering and keeps the operator out of muddy pens in wet weather. The operator believes his fences make it much easier to handle the turkeys. He has only one fulltime hired hand, and uses a boy in summer.

A dairyman in East Texas uses fences for a program of soil building. The land had been severely eroded. Forage crops provide rotation grazing in the small pastures ranging from 10 to 20 acres and one crop is plowed under once every three years. Meanwhile, terraces help hold back the soil until organic matter and forage crops will do a holding job.

CONTINUED—Next Page.

Fences have helped a hog producer in Caldwell County, Texas, to switch from the old fat-type hog to meat type, now in demand by packers and processors. The farmer was able to make cheap gains on his hogs through grazing in small pastures.

Efficient farmers of tomorrow will be those who learn the management of livestock and their land. It takes fencing to manage both.

Reasons Why Farmers Erect Fences

Story and photos that follow are by Jean Lyon.

Two Iowa brothers farming near Ely, Iowa, Joe and Bill Pospishil, when visiting a sister saw a chain link yard fence of hers and knew immediately they had solved a problem of theirs. First the chain link would give them an attractive and distinctive house yard fence, but the biggest problem solved was the upkeep problem.

A farmer in his busy season has little time for fence repairing. When he has time he often has inclement weather. Joe and Bill knew that with their chain link installation following a cement block fence that they were particularly proud of, that their upkeep problem on these two fences was a thing of the past.

Cedar Rapids Century Block of Iowa City Road S.W. in Cedar Rapids, Iowa, furnished the blocks. Pospishils designed the fence themselves with regular 8" drops in the pattern to conform to the contour of the knoll and to enclose one corner of the cattle yard visible from the house. This attractive yet multipurpose cement block fence is built at a right angle protecting and fencing the 40'x60' cattle shed built in the knoll.

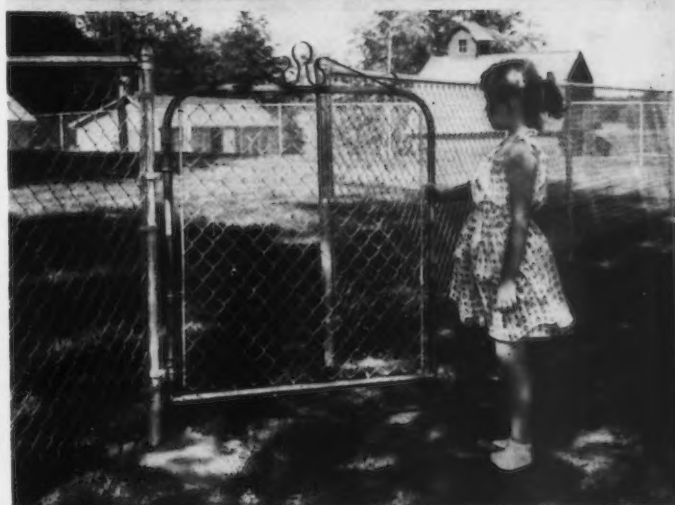
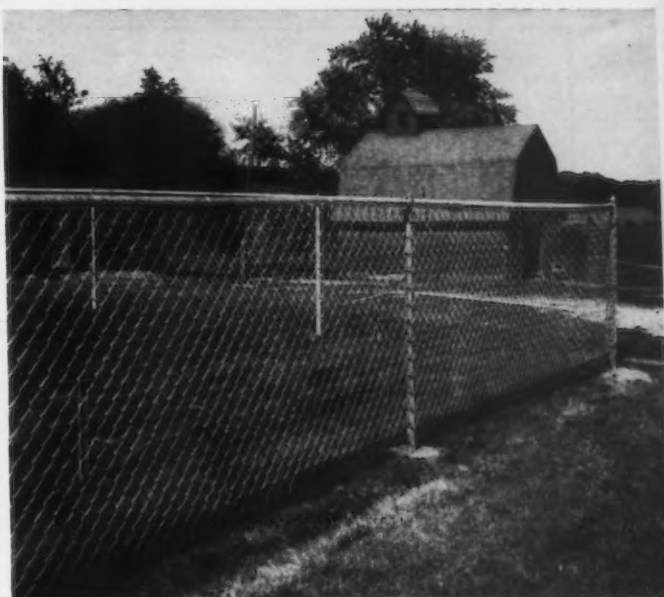
To protect the side hill from eroding, to make the fence attractive, and to bank the shed this special fence was erected. To be sure that the water from the roofs didn't ruin the fence or cause erosion two precautions were taken. A many punctured piece of well casing was driven into the ground between the end of the shed and the block fence to catch the spouted roof water and carry it well underground.

In case this didn't take care of the run off water from the side hill a tile was placed just at the outside ground level of the fence at one end of the cattle shed and two small square openings were left in the block fence at the upper ground level of the fence, going at right angles to the photographed side. Thus later the pressure of water should not damage the block fence because of poor drainage.

If livestock should be between the cattle shed and fence the fence would protect them from the drop off.

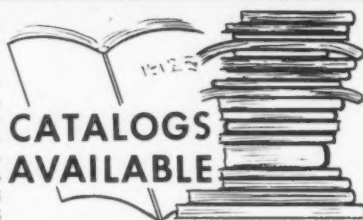
Their house yard fence required approximately 400' of chain link fence which was furnished by the Sears Roebuck and Co. of 402 -2nd. Ave. S. E. in Cedar Rapids, Iowa and erected by Harold E. Hand of 1170-5th Marion, Iowa. In this 400' of chain link fencing there are three gates. One of the unique features was that the erector Mr. Hand utilized three gate frames and replaced the old wire with chain link, which gives a complete chain link continuity. In order to do this Mr. Hand used 3/8" well rods furnished by the Iowa Windmill and Pump Co. of 42-7th Ave. S. W. in Cedar Rapids, Iowa, to give the chain link rigidity. The well rods were fastened to the old gate frame with aluminum wire.

Joe and Bill requested Mr. Hand to install this fence at least 4" above the ground. In that way it would be easy to clip the lawn under it and at the same time would be low enough to keep chickens out of the house yard.



(Top) . . Chain link fence erected to keep fowl and livestock out of houseyard and to beautify farm setting.
(Center) . . Cement block fence is attractive, prevents erosion, is a livestock stopper and banks cattle shed for insulation the year 'round.
(Bottom) . . Child admires matching fence gate. Fence is built high enough to allow lawn trim and sufficiently low to keep out fowl.

A comprehensive guide, listing services and products offered by manufacturers, distributors and importers. In many cases incomplete products listings are presented due to space limitations. Nevertheless, a representative listing of products is given in order to acquaint the reader with the general type of merchandise each concern handles. **THOSE DESIRING TO SECURE COPIES OF THESE CATALOGS SHOULD WRITE ON THEIR BUSINESS LETTERHEAD DIRECT TO THE COMPANIES NAMED, MENTIONING FENCE INDUSTRY or by using the BUYERS SERVICE CARD appearing in this issue.**



Manufacturers and wholesalers are invited to send their catalogs or brochures to the CATALOG EDITOR.

ADRIAN PEERLESS, INC., 1401 E. Michigan, Adrian, Mich. 6 Page Folder listing wire fence gates, ornamental lawn fence gates, fittings, posts and other accessories. Circle No. 123 on Buyers Service Card.

ALUMINUM FENCE CO., 3161 E. 80th St., Cleveland 4, Ohio. 4 Page Folder concerning "Alcoa" Aluminum Co. of America chain link fence. Circle No. 124 on Buyers Service Card.

AMERICAN RAILING CO., 536 Merrick Rd., Lynbrook, N. Y. 4 Pages and Photographs concerning ornamental iron columns and railings. Circle No. 125 on Buyers Service Card.

BETHLEHEM STEEL COMPANY, Bethlehem, Pa. 12 Pages listing "Bethanized" chain link fence specifications and installations for residential, commercial and industrial. Circle No. 126 on Buyers Service Card.

CALIFORNIA REDWOOD ASSOC., 576 Sacramento St., San Francisco 11, Calif., numerous four color illustrated magazine size presentations of redwood installations. Circle No. 127 on Buyers Service Card.

CAROLINA-VIRGINIA FENCE CO., P. O. Box 9128, Charlotte, N. C. 36 Page Catalog concerning ornamental wooden fences, chain link fences, prices and details. Circle No. 128 on Buyers Service Card.

CAREY-MCFALL CO., 2156 E. Dauphin St., Philadelphia 25, Pa. 4 Page Folder concerning all steel picket and estate rail fences and picket play yard. Circle No. 129 on Buyers Service Card.

CINCINNATI PUMP & Mfg. CO., INC., 117 E. Liberty, Cincinnati, Ohio. 34 Page Catalog chains, grab hooks, s-hooks, u-bolts, eyebolts, slip hooks, etc. Circle No. 130 on Buyers Service Card.

CYCLONE FENCE DEPT., American Steel & Wire Div., U. S. Steel Corp., Foss Park, North Chicago, Illinois. 3 Catalogs and 2 two page folders all profusely illustrated, chain link fence and fittings; "Red Tag" hardware products; portable kennel panels and "Rustake" fence. Circle No. 170 on Buyers Service Card.

DENNING MFG. CO., P. O. Box 1396, Joliet, Illinois. numerous folders concerning snow fence, windbreaks, ornamental picket fence, stockade fence, etc. Circle No. 131 on Buyers Service Card.

DICKE TOOL CO., 1201 Warren Ave., Downers Grove, Illinois. 28 Page Catalog listing pole line tools, wire grips, tackle blocks and other construction items. Circle No. 132 on Buyers Service Card.

E Z PAINTER CORP., 4051 S. Iowa Ave., Milwaukee 7, Wis. 6 Page Folder concerning paint rollers, trays, industrial paint rollers, and fence paint rollers. Circle No. 133 on Buyers Service Card.

GENERAL EQUIPMENT CO., Owatonna, Minnesota. 2 Page Circular describing portable power drill for boring post holes and other uses. Circle No. 134 on Buyers Service Card.

GIBALTAR FENCE COMPANY, P. O. Box 7785, Houston 7, Texas. 84 Page Catalog listing fence fittings, barb wire arms, gate fittings and clamps, gates, chain link fabric, varied supplies, wood fence, tools, etc. Circle No. 135 on Buyers Service Card.

HAYNES MANUFACTURING CO., Livingston, Texas. 28 Page Catalog listing and describing portable post hole diggers, tree girders, post hole augers, pruning saws, drilling attachments, saws and shredder mowers, portable drilling rigs and prices. Circle No. 136 on Buyers Service Card.

HERCULES FENCE & SUPPLY CO., 319 W. 8 Mile Rd., Detroit 3, Mich. 4 Page Folder concerning dog kennel pens and dog runs. Circle No. 137 on Buyers Service Card.

KELCEY MANUFACTURING, 1687 McDonald Ave., Brooklyn 30, N. Y. 6 Page Folder listing lawn border fence, wickets, flower borders and other items. Circle No. 138 on Buyers Service Card.

LINCRAFT, INC., Broad & Tatham Sts., Burlington, N. J. 8 Page Brochure describing close woven cedar fence, indian cedar, english hurdle, post and rail, interwoven picket and snow fences, redwood and stockade. Circle No. 139 on Buyers Service Card.

ANDREW P. HOELZER & SONS, 146 Mott St., Oceanside, Li., N. Y. 8 Page Folder describing "Rezeleh" fences in iron, chain link and rustic wood. Circle No. 140 on Buyers Service Card.

MISENER MFG. CO., 202 Walton St., Syracuse 2, N. Y. 6 Page Catalog Insert circular multiple blade hole saws for wood metal and other materials. Circle No. 141 on Buyers Service Card.

NICHOLS WIRE & ALUMINUM CO., 1725 Rockingham Rd., Davenport, Iowa. 16 Page Catalog lavishly illustrated, listing aluminum chain link fences, installations, aluminum barbed wire and specifications. Circle No. 142 on Buyers Service Card.

NORTH CENTRAL PLASTICS, INC., Ellendale, Minn. 1 Page jobber sheet illustrating 9 types of insulators for wood post and other electric installations on fence. Circle No. 143 on Buyers Service Card.

NORTHLAND WIRE & SUPPLY CO., 743 Northland Ave., Buffalo 11, N. Y. 40 Page Catalog rail ends, loop caps, gate locking devices, hinges, barb arms, tennis net post units, galvanized fence fittings, gate latch sets, gate crosses, scrolls sliding gates, supplies, cantilever fittings and illustrated installations for chain link erectors. Circle No. 144 on Buyers Service Card.

THE OHIO NUT & BOLT CO., 33 First St., Berea, Ohio. 12 Page Catalog listing uses of RN nut, PN nut, SN and ND spotweld nuts and others, including specifications. Circle No. 145 on Buyers Service Card.

PARKER METAL GOODS CO., 85 Prescott St., Worcester, Mass. 20 Page Catalog listing u-bolts, screw hooks, turnbuckles, s-hook eyebolts and other products. Circle No. 146 on Buyers Service Card.

PEERLESS LEVEL & TOOL CO., Sterling Illinois. 8 Page Catalog listing and describing levels, corner plumb for varied uses. Circle No. 147 on Buyers Service Card.

RUST-OLEUM CORP., 2425 W. Oakton, Evanston, Illinois. 36 Page Catalog in four colors including color swatch pages describing firms products and application of Rust-Oleum, coatings, sealers, lambs wool fence paint roller, etc. Circle No. 148 on Buyers Service Card.

SHOX-STOK, INC., Wellington, Ohio. 6 Page Folders describing electric fence controllers and grubbing tongs. Circle No. 149 on Buyers Service Card.

SOUTHERN METAL PRODUCTS, 4444 N. Miro St., New Orleans, La. 10 Page Catalog listing chain link fence fittings, specifications and prices. Includes tension bands, end (brace) bands, top rail sleeves, aluminum rail ends and line tops, tension bars barb wire arm bases, hinges, latches, rail, fabric and other items. Circle No. 150 on Buyers Service Card.

STANDARD STEEL WORKS, INC., North Kansas City, Mo. 4 Page Folder describing automatic post hole digger, u-frame arm, gear case and hydraulic post driver. Circle No. 151 on Buyers Service Card.

THE STEWART IRON WORKS CO., P. O. Box 1039, Cincinnati 1, Ohio. 28 and 44 Page Catalogs listing and describing iron fences, fittings, ornaments, chain link fence, gates, materials and fittings. Circle No. 152 on Buyers Service Card.

THE WASHBURN CO., Worcester, Mass. 20 Page Catalog of loose leaf makeup listing and specifying eyebolts, turnbuckles, ring bolts, u-bolts and other hardware. Circle No. 153 on Buyers Service Card.

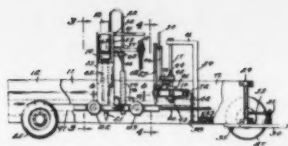
WASHINGTON MFG. CO., P. O. Box 370, Washington, Iowa. 18 Page Catalog listing and describing eye bolts, u-bolts, turnbuckles, and other wire forms. Circle No. 154 on Buyers Service Card.

WEYERHAEUSER SALES CO., 1st National Bank Bldg., St. Paul 1, Minn. numerous colorful magazine size presentations and brochures and illustrations on fence styles in wood and includes specifications and methods to build. Is not a fence company, promotes lumber. Circle No. 155 on Buyers Service Card.

THE WOOD PRODUCTS CO., 421 Phillips Ave., Toledo 12, Ohio. 28 Page Catalog describing rustic wood fences and supplies, photographically illustrated. Circle No. 156 on Buyers Service Card.

WALPOLE WOODWORKERS, INC., 767 East St., Walpole, Mass. 12 Page Catalog descriptive sheet and prices concerning rustic cedar fences in screen, post rail, picket and hurdle. Circle No. 157 on Buyers Service Card.

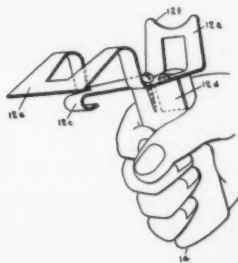
****Use the Buyers Service Card or write Direct for catalogs mentioned on this page.**



37-XIV-25 — AUTOMATIC FENCE POST PLANTER — SIC 3522: Patented (Pushing and Pulling Implements) This machine for driving fence posts perpendicularly into the ground consists of a platform mounted on wheels having a sliding carrier. Fence posts delivered to the carrier are driven into the ground by a cam. The cam also drives anchoring rods into the ground to hold temporarily the carrier with the post-driving elements in a stationary position while the post is being driven into the ground. The platform is designed to move continuously forward as posts are driven at spaced points. Although this machine is designed for farm use, it could also be used in erecting snow-fences and by armed forces for quickly sinking posts in erecting barbed wire entanglements.



37-VII-4 — REEL FOR LAWN HOSE — SIC 3569: Patented (Winding and Reeling) A portable lawn and garden reel on a lawn spike which can be set up at any point in the lawn or garden. By putting the nozzle in the ring at the top of the handle, lawn or plants may be watered without removing the hose entirely from the reel. Hose is easily rolled onto the reel for temporary or seasonal storing. The reel can also be used for long extension cords for electric lawn mowers and other electric powered garden devices. The reel weighs less than five pounds and is thirty-six inches high. It has been manufactured and successfully sold in six states.



33-III-25 — PAINT CAN HOLDER — SIC 3423, 3461: Patented (Metallic Receptacles) This paint can holder is readily stamped from sheet metal. It has a wooden handle and through the hook-shaped end, provides a rugged support for paint cans in the pint and quart sizes. The hook-shaped end engages the inner rim of the can. Combined with the paint can holder is a brush support and an extending lip in the center of the can for removing excess paint from the brush. Rights available on the trademark "Grip-Lip." A few can holders in stock and available for study.

PRODUCTS and PROCESSES

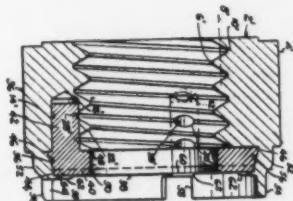
This department is published to provide small business firms with additional sources of information on products and processes which may open up new fields of endeavor. The information contained herein was gleaned from the **Products Lists** of the SBA. The listing of any product or process in no way constitutes an endorsement by this publication.

The privately and Government-owned inventions listed herein are available for use through purchase, licensing or the other commonly used arrangements. The Government-owned patents, however, are limited to licensing for use only on a nonexclusive, royalty-free basis. Such a license may be obtained by applying to the appropriate governmental agency in each case.

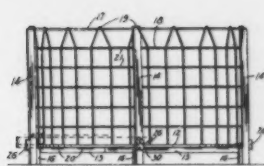
General information concerning the inventions listed in this publication, such as (1) patent number (if patented), (2) patent owner's name and address, or (3) Government agency administering the patent may be obtained by writing to the Production Assistance Division, Small Business Administration, Washington 25, D. C., indicating the appropriate reference number shown in the margin.



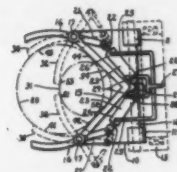
37-G12 — CABLE CLAMP — SIC 3429, 3481, 3451: Patented The clamp is used for holding the ends of a wire cable which is under load. It is made up of an elliptical barrel or body portion having an opening at the top for a screw threaded bolt with a hook-type head. The barrel has openings to receive the ends of the cable. A truncated conical plug having a screw threaded center portion is adapted to fit into the body of the barrel portion. The bolt adjustably connects the barrel and plug in clamping relation with the ends of the cable.



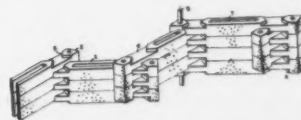
37-XIV-53 — SELF-LOCKING NUT MEANS AND THE LIKE — SIC 3312, 3452: Patented This is a castellated nut provided with an elastic insert which grips the threads of a bolt or threaded rod. It prevents loosening of the nut when subjected to vibration. The insert is so constructed and placed in the body of the nut, that the nut cannot turn or twist when screwed onto the thread and tightened. It grips the thread within the body of the nut as well as at the outer (castellated) end of the nut.



36-XIII-49 — BABY PLAYPEN — SIC 2511: Patented A round baby playpen of suitable size with rope or other netting for sides. It is collapsible to a flattened position for handy carrying. This playpen features safety, in that the sides are flexible, have no dangerous corners, has numerous places for the tying of toys to sidewalls, and provides numerous hand holds for a child learning to stand or walk. The pad need not be removed when folded. It is attractive in appearance and is readily adaptable to use with modern furniture. Its construction is durable and the floor will not sag.



36-I-58 — MATERIALS CLAMPING DEVICES FOR LIFT TRUCKS — SIC 3537: Patented A materials clamp that mounts onto the front end of a fork lift truck in place of the forks. The simple hydraulically operated swingable arms clamp all sizes of round, rectangular, and irregular-shaped objects in a 4-line clamping contact central to the truck. Requires only half the pressure required for the operation of the scissors type of clamp.



37-V-40 — REINFORCED CONCRETE CRIBBING — SIC 3272, 3449, 3481: Patented (Hydraulic and Earth Engineering) A standard, specially shaped, preformed, interlocking, reinforced concrete cribbing element adapted for use in the construction of retaining walls or in the erection of piers, silos, pools, storage bins, underground shelters, road barricades and the like. Placing the elements in regular order one over the other, while in interlocking relationship with other elements and laid in zig-zag fashion, provides structures that can be erected in the minimum amount of time by unskilled labor and remain inherently stable.

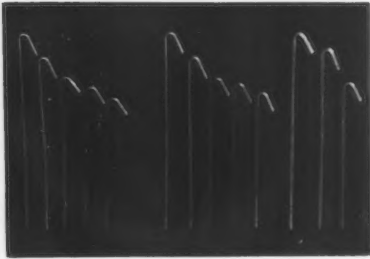
AN INVITATION

You are invited to submit news concerning your new fence products, catalogs or services to FI for mention. Material submitted for editorial purposes will not be returned unless specifically requested in which case return postage must be included.

Product Editor

FENCE INDUSTRY

127 N. Dearborn St. — Chicago 2, Ill.



NICHOLS aluminum chain link fence tie. A pre-formed tie made in several wire gauges and length assortments is used by fence erectors for attaching galvanized or aluminum fabric to posts or top rails.

about 30 years ago that an economical rustproof lightweight fence was produced," and further says Mr. Nichols, "Installations of aluminum fences which were made and installed that many years ago are still providing protection around oil refineries and other industrial locations."

"I believe," said Mr. Nichols, "That the new national system of interstate and defense highways has created a definite interest for aluminum fence materials, since highway engineers are much concerned about maintenance. As the states are wholly responsible for the maintenance of Federal Aid Highways it would seem natural that they would seek the virtual freedom of maintenance offered by aluminum chain link fences."

The Nichols Wire & Aluminum Company is confident in the future of aluminum and its Product Development Division will continue to introduce new products which will enable the company to maintain the highest standards in its field of specialty aluminum products. Circle BUYER SERVICE CARD No. 30.

CORROSION

Continued From Page 18

a result due to the curing process that cement products normally undergo in moist atmospheres. However, after completion of this curing period there was a loss in strength, a decrease in apparent specific gravity, increased water absorption, and some softening of the surface. These effects were accelerated by both organic and inorganic acidity in the soils.

Cathodic Protection

Since the early 1930's, the method of cathodic protection has come into more and more extensive use as an alternative or supplement to protective coatings. The method consists in impressing electromotive forces on the

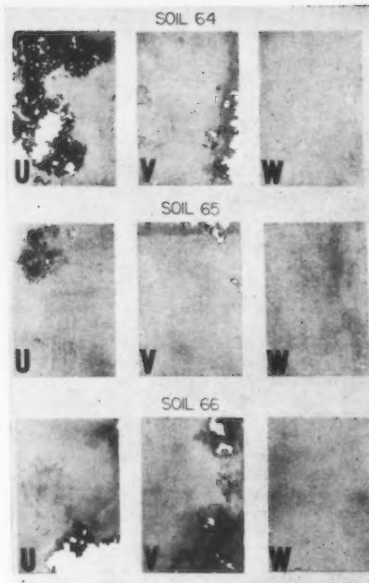


FIGURE 8. Specimens of 3 high-alloy steels after exposure in 3 different soils for 14 years, showing the effect on corrosion of both the specimen composition and the soil environment. U, 12-percent-chromium steel; V, 18-percent-chromium steel; W, 18-percent-chromium, 9-percent-nickel steel. Soil 64, Ducas clay; 65, China silt loam; 66, Mohave fine gravelly loam.

underground structure so that the entire structure remains cathodic to the soil at all times. This prevents positive metal ions from passing into solution, and thus blocks the corrosion reaction.

If electric power is available, it is converted to direct current (if not already in that form) and auxiliary anodes of scrap iron, graphite, or other materials are used to carry the current into the earth. Where power is not easily available, aluminum, magnesium, or zinc are used as sacrificial anodes to supply the needed emf by galvanic action.

Experimental and theoretical investigations by the corrosion laboratory have contributed to cathodic protection technique since its early development. For example, studies were made that helped determine which soil conditions are favorable for the use of zinc sacrificial anodes.

1/ A comprehensive survey of Bureau research in this field is given in NBS Circular 579, Under Corrosion, by M. Romanoff (1957), available at \$3.00 per copy from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C. 2/ This work is summarized in NBS Circular 579.

Tabulation Of Proposals For A New York State Highway Project

Lake Ontario State Parkway, Sec's. A, B, C and D. LOSP. 58-3, Monroe County. State of N.Y., Dept. of Public Works, Albany, N. Y. (Engineer's est. \$76,000.)

Security Chain Link, Phila., Pa.	\$35,222.50
Cyclone-US Steel Corp., Albany, NY.	38,201.20
Anchor Post Products, Albany, NY.	39,046.39
Empire Fence Co., Rochester, NY.	53,171.00
Alliance Fence Co., Rochester, NY.	55,195.50
Aluminum Fence Co., Buffalo, NY.	58,192.00
CF&I Corp., Realock, New York, NY.	61,816.40

SOVIET STEEL INDUSTRY GOOD IN SOME AREAS BUT LAGS IN QUALITY AND SAFETY

THE Soviet steel industry, which is about 40 per cent as large as the steel industry in the United States, has an extensive long-range plan for expansion, according to the general report of the American steel and iron ore delegation, which toured Russia this year.

Last year the Soviet steel production was 56 million net tons of ingots. Plans call for increasing the Russian capacity to at least 70 million net tons a year by 1960 and to 125 million by 1975, according to the report of the 19-man American delegation. (The annual steel capacity in the United States was 140,742,570 net tons, as of January 1, 1958.)

Most Steel Is For State

In sharp contrast to the distribution of steel in the United States, around 80 per cent of the Soviet's finished steel products is being used in State projects, particularly for industrial, power, railroad and Soviet armed forces requirements.

(A delegation of Russian steel experts arrived in the United States in September to visit steel plants and mines, under the agreement on exchanges, signed by the United States and the Soviet Union.)

Mining Lags

In some phases of raw materials treatment and in blast furnace and open hearth production. Soviet steelmakers were found to be achieving results that compare favorably with the best to be found in the American steel industry.

Union Calls No Strike

The delegation was told that there are 22 industrial labor unions in the U.S.S.R.—one for each major industry, and for groupings of lesser industries. Practically all workers belong to these unions, it was said, although union membership is not compulsory. While in theory a union can call strikes, delegation members were told that there are no strikes in the Soviet.

Safety Record Is Poor

The delegation found that Soviet steel mills have far more accidents than the mills in the United States. The use of safety wearing apparel was conspicuous by its absence in Russia. The workers in general seemed to take a great many chances that would be forbidden by plant safety rules in this country. Sanitary facilities, including toilets and drinking water facilities, were few and considerably below American standards.

The delegation found that about 25 per cent of workers in steel mills are girls and mature women. They do heavy work along with men.

Source: American Iron and Steel Institute, New York 17, N. Y.

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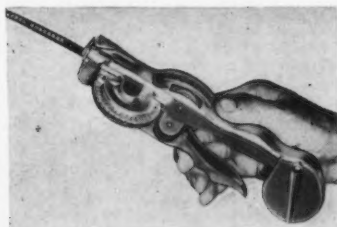
ORNAMENTAL IRON FINISH is available in numerous colors and is said to be a weather tested plastic base product. Is especially recommended by the manufacturer as ideal for painting ornamental iron work and all other metal fabrications and is rust preventive even in salt air and will not crack, peel or blister. For details write Tennessee Fabricating Co., 1490 Grimes St., Memphis, Tenn. or

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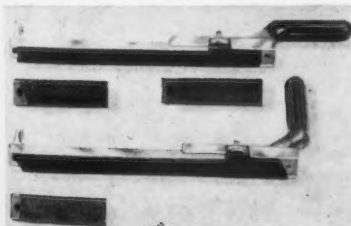
FENCE SALES KIT is made available to dealers of Concord Home and Garden fences. Included in the kit are ten enlarged 8x10" photographs of actual installations. Also available with this kit are ad mats, sales, price and point of purchase cards, catalogs, merchandising hints and installation techniques. For details write Concord Woodworking Co., West Concord, Mass. or

Circle BUYERS SERVICE CARD No. 159



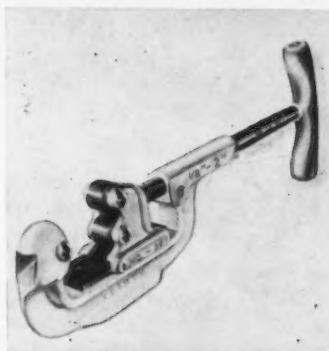
HAND PORTABLE LABELER named Midgie makes durable plastic or metal labels on the spot by merely dialing the letters or numbers desired and squeeze to emboss raised characters on the material used. The handle houses the plastic or metal strip which is self-feeding and can be cut off at the desired length. Colored vinyl plastic with adhesive backing can be used in tool, which also has a hole puncher. For details write Roovers-Lotsch Corp., 3611-14th Ave., Brooklyn 18, N. Y. or

Circle BUYERS SERVICE CARD No. 161



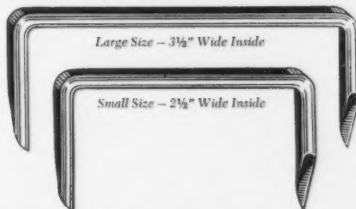
LEFT AND RIGHT HAND FILE claimed to cut soft and hard metals as well as wood and plastics. This new file comes with specially constructed handles and a disc control which is claimed to break up accumulations on file by a few turns of the control. Files are available in 3 sizes for fine, medium and coarse work. For details write Gordon Associates, Inc., Derby, Conn. or

Circle BUYERS SERVICE CARD No. 160



ALL NEW PIPE CUTTERS designed to give cleaner, straighter cuts than ever before, according to the manufacturer, is now in production. A new form-fitting handle, designed to fit the hand, and the sturdy malleable frame, are claimed to lengthen the life of these new cutters. Other improvements include a new high-alloy steel cutting wheel, new sliding block construction, new replaceable slide plate, and a longer shank to protect the threads. These cutters are available in four models: No. 10, 1/8" to 1-1/4"; No. 20, 1/8" to 2"; No. 201, 1/8" to 1-1/4", and No. 202, 1/8" to 2". No. 201 and No. 202 have extra-wide rollers and can be used by hand or with power. For details write The Toledo Pipe Threading Machine Co., 1445 Summit St., Toledo 4, Ohio, or

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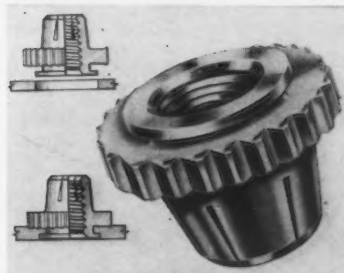
FENCE POST STAPLES available in large and small sizes for the reinforcement of wood fence post tops prone to cracking or splitting are available in 3-1/2" width (inside) and 2-1/2" width (inside) and are made from No. 7 gauge, flattened galvanized wire. The manufacturer offers a large and varied variety of metal staples and specials are made to fit individual needs. For details write E. H. Titchener & Co., 67 Clinton St., Binghamton, N. Y. or

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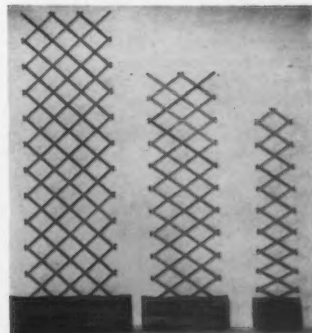
NEW LINE POST TOP produced from a special high strength aluminum alloy is being manufactured in all popular sizes and polished to a very high and bright luster. The supplier states that this is the first time they are offering this and other fittings which are available in the following colors; gold, blue, black and chartreuse. Prices and samples are available on request by writing J. R. Quaid, Inc., 3131 Franklin Ave., New Orleans 22, La. or

Circle BUYERS SERVICE CARD No. 158



NEW PRESS-NUT a locked in nut for sheet metal provides an improved fastener ranging in thread sizes from 2 through 10. A securely fastened nut in sheet metal and flush mounting is obtained with sheet thickness as low as .035 in. Design configuration locks nut in parent sheet both radially and axially. For details write Rosan, Inc., 2901 West Coast Hwy., Newport Beach, Calif. or

Circle BUYERS SERVICE CARD No. 167



EXPANDABLE ENCLOSURE MATERIAL which the manufacturer offers for permanent or temporary fence and trellis installations requiring no posts is being marketed primarily for the do-it-yourself and retail trade. Made of oil finished redwood the product is offered in 3 sizes and each section is said to expand from 12 inches to 8 feet. For details write Comfort Products Division, 840 N. Broadway, Escondido, Calif. or

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INFORMATION

NOTICES OF IMPORTANCE TO THE TRADE

SEND YOUR NEWS ITEM
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Editor . . . for publication.



A SPECIALLY ENGINEERED TRUCK For Fence Installers

The illustrations appearing in the September issue of FI concerning a Canadian fence erector and a well equipped 1948 Fargo used as a fence truck caused Earl Harris of the Harris Fence Company, 4543 E. Ventura, Fresno 2, California to send us a picture and information about his own interesting equipment.

"We believe we have the most complete truck for erecting chain link fence that is possible to build," says Mr. Harris and here is the picture to prove it.

The truck, a two ton *Diamond-T* with an 8' x 14' body has a one sack concrete mixer which is electrically operated and mounted on rear with a tilting device. There is a post puller mounted at the front of the truck (electrically operated) complete with spider pullers. Included

Reverse side
of the Harris
Fence Company
erector truck



is one Owen power generator and welder; post racks on both sides of truck; electric and *McCulloch* post augers.

Aggregating a 6000 pound load, the truck carries 15 sacks of cement, has a fifty gallon water capacity, 500 feet of heavy electrical cord, an *Igloo* water cooler and all necessary tools for erecting fences.

"This truck has over 100,000 miles on it and when fully loaded weighs approximately 20,000 pounds," says Mr. Harris . . . and we say, "Some Truck." Has anyone in the field anything to surpass it?

New Firms In Fence Business

Joseph M. Juzwick, Imperial Fence Co., 450 E. Belgrade St., Philadelphia, Pa., reports having recently started his fence business and is also in railings and window guards.

Walter S. Uminn and John E. Uminn have recently filed to operate a fence business under the name of Kalamazoo Fence Co., at 849 1/2 Davis St., Kalamazoo, Michigan.

William C. Carland at 273 Cumberland Ave., Portland, Maine advises that he has been a fence erector for ten years and is now in business for himself.

Some Changes in the Making

Harry B. Wood, vice president of the Wayne Iron Works, Wayne, Pa., has completed 37 years of service with that company and expects to retire in February 1959.

The Acme Supply Company of Bangor, Maine, who for many years purchased their fence materials from Pittsburgh Steel Co., are now handling Page fence products and are members of the Page Fence Association.

When moving from New York City to Paterson, N.J., the J.W. Fiske Iron Works discontinued their fence department. The firm is now solely in the manufacture of ornamental iron, architectural aluminum, brass and stainless steel, including some novel types of weathervanes.

Albany State Bureau Changes

The Bureau of Contracts, State of New York, Dept. of Public Works, Albany 1, N. Y., is now located on the 12th floor of the Gov. Alfred E. Smith State Office Building. Plans and specifications for highway and related projects may be purchased on the 12th floor.

Drawings and specifications for projects under the supervision of the State Architect may be purchased at the Arcade Building, 488 Broadway, Albany, N. Y. The branch office of the Bureau of Contracts is on the 4th floor of the Arcade Building.

Lettings for highway projects will be continued on stated Thursday at 10:30 a.m. as heretofore in the Gov. Alfred E. Smith State Office Building. Lettings of public building projects will be held on stated Wednesdays at 2: p.m. instead of Thursdays as heretofore.

Iowa Will Spend Millions

The Iowa Highway Commission on August 19th approved a 2 1/2 million dollar project for construction and maintenance of 709 miles of fences along Iowa's interstate highways. Bids scheduled for Sept. 17, were rejected due to changes in specs. A new letting was scheduled for Oct. 14, according to reports received from the State Highway Commission at Ames, Iowa.

Aluminum For Cleveland Firm

A new erector, supplier and manufacturer in the fence business is the Aluminum Fence Co., 3161 E. 80th St., Cleveland 4, Ohio. Specializing in aluminum products, the firm organized in September, is headed by Jack Foyle, president, Philip H. Geier, treasurer, and Samuel C. Crobaugh, executive v.p. and sales manager.

The company has put a national promotional campaign into effect since its inception and its Cleveland newspaper advertising is commendable and worthy of note. A four color four page presentation bears the "Alcoa" Aluminum Company of America registered trade mark which is available to erectors and dealers on request to the Aluminum Fence Company.

The Cleveland firm is planning a national effort in the sales and distribution of aluminum fabric, fittings, top rails and posts. Its principal suppliers are the Aluminum Corporation of America and the Nichols Wire & Aluminum Company.

New Metal Picket and Rail

W. B. Reukauf, president of the Carey-McFall Company, 2156 E. Dauphin St., Philadelphia 25, Pa., reports that his firm which has been serving the metal working industries since 1864 is now manufacturing new all steel vinyl coated picket and estate rail fences. These products have been registered under the trade name of "Car-Mac."

A colorful pocket sized folder which is evidently available to the trade for imprint, describes these new fences. They are stated to be rust resistant, offered in a choice of five colors and are easy to assemble as well as automatically adjusting to ground contours. Specifications are as follows: picket height 36", installed 39", length 7', pickets spaced 2-3/8", post 4 1/2'. Estate rail, height 36", length 4 1/2', posts 4 1/2'.

Canadian Fence Problems

Burlington, Ontario will be the first Canadian municipality to approve transparent fences around private swimming pools.

"Complaints from neighbors of pool owners that high fences restrict their views caused us to make the change," said Councilman William Coutts of the Ontario community.

A survey of 55 private pools within Burlington revealed that eight foot high wooden fences and six foot hedges enclosed some of them.

A study of pool fence by-laws in various sections of Canada reveals the following: The Toronto area calls for 4'6" chain link fence and double latching gate which were not on the market. North York called for chain link, Leaside demanded diagonal wire mesh or a vertical fence and farther afield the town of Mount Royal, Quebec required a fence or other solid structure. In Vancouver, B. C., the pool owner could fence either the pool or the entire property. Heights demanded vary from 4 feet up.

Pity the poor fence erector who installs a four foot fence and finds the town's ordinance calls for 5 foot . . . and it just isn't available.

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49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64
65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96
97	98	99	100	101	102	103	104	105	106	107	108	109	110	111	112
113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128
129	130	131	132	133	134	135	136	137	138	139	140	141	142	143	144
145	146	147	148	149	150	151	152	153	154	155	156	157	158	159	160
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Chicago 2, Illinois**

Buyer Service

Men In The Industry Introducing William J. Murray

William J. Murray is better known as "Will" to all and sundry within the fence industry. He is a walking encyclopaedia and can give you the answer to any fence problem, sources of supply or the history of any person or firm established in this field. He is a sort of Friendly Advisor to many in the trade and people come to him with their problems and the news.

"Will" started selling chain link on March 12, 1914 with the Anchor Post Iron Works now the Anchor Post Products Co., as their local salesman and later became, as he says, "the entire traveling force," and then opened a branch office in Chicago for the old Anchor outfit where he served as manager. In 1933 he joined Cyclone as their central New York territory manager.



William J. "Will" Murray

Leaving Cyclone in 1930 he was the first chain link fence man hired by the Pittsburgh Steel Company and took charge of their eastern territory. In 1945 he became assistant manager of the fence department for the Wickwire-Spencer Steel Co., now merged with the Colorado Fuel & Iron Corp. In 1950 he took over as the sales manager of the fence department for the Copperweld Steel Co.

In 1955 at the age of 65, with 42 years of fence experience behind him, "Will" Murray decided to start his own fence business in Pittsburgh. His firm, the Murray Fence Company at 1677 Washington Road is "open house" to any fence man who wants to visit, competitor or not. Will's motto is, "it's nice to be important but it's more important to be nice."

William J. "Will" Murray's hobbies are acting, fishing and the publication of a newsy letter titled "Over the Fence."

General Fence Branches Out

The General Fence Supply Company of Providence, R.I., owned and operated by Al Constantino, has a new subsidiary, the Interstate Guard Rail Co. This new phase of the business is under the direction of Donald Constantino and he is assisted by Ernest Prifogle. The management will be mainly concerned with the supplying and installation of guard rail on highway projects.

Recent Deaths in the Industry

Frank Brucker, president and principal owner of the now closed Atlas Fence Company of Philadelphia passed away recently. He had been seriously ill for several years with heart trouble.

Roy Clement, former head of the fence department of the Horace T. Potts Co., of Philadelphia, prominent distributors of Page Fence for many years, passed away.

Mauthe Notes Improvement

According to J. L. Mauthe, chairman of the Youngstown Sheet & Tube Company in a talk before the Los Angeles Society of Security Analysts recently, he cited signs of improvement "in our business."

"... we do see signs of improvement in our business," Mr. Mauthe said. "After a flurry of orders for delivery in June, prior to an anticipated price increase, July shipments fell off markedly, making it the worst month of the year."

"August shipments showed a gratifying increase over July and this steady improvement has continued on into September. We are now operating at a rate of about 65 per cent of capacity and we would expect to continue at least at this level during the balance of the year."

Mr. Mauthe added that it is "gratifying" that this improvement has been felt in nearly all product lines and has come from nearly all steel-consuming industries.

"It is a reflection," he went on, "first, of a stemming of the decline in steel consumption and, secondly, of the fact that steel inventories in the hands of most steel users have been reduced to rock bottom levels. We don't have any satisfactory quantitative measure of this inventory liquidation, but we know it has taken place merely by measuring the rate of industrial activity against the rate of steel production."



Miss Toddy Morris

All Products of Texas Plans Big Promotion

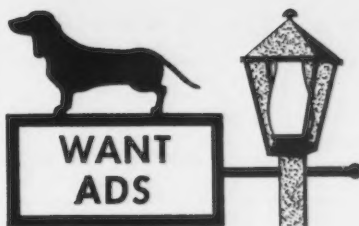
The All Products Company, Mineral Wells, Texas manufacturers of "Panel-Vent" patented galvanized steel picket fences, has announced the addition of a fully developed art production and promotions department.

"The purpose of this addition to our operations," stated Charles Turner, sales manager of APC, "is to better serve our distributors and sales outlets."

Miss Toddy Morris of New York has been employed by APC at the Mineral Wells plant as art and advertising director and has been appointed manager of the new department.

Planning and production of sales aids, direct mail campaigns, a public relations and advertising program are now under way at APC to enhance the sales of "Panel-Vent."

The company has also stepped up their activities in their Communications Products Division, now designing and manufacturing towers, antenna systems, rotators and other communications equipment.



— PAYABLE IN ADVANCE —

CLASSIFIED Advertising Rates: \$1.00 per line. Count 6 words to the line. Payment must accompany order.

MANUFACTURER'S AGENT . . sales representative for quality line of fence fittings and not carrying a competitive line. Must have contacts in the fence field. Eastern territory available. Write stating qualifications. Box JA-58-1.

WANTED TO BUY . . snow fence and lath in carload quantities. Phone, write or call at once. Lincraft, Inc., Broad & Tatham Sts., Burlington, N.J., Tel DUDley 6-0763.

SALES REPRESENTATIVES . . wanted by manufacturer of steel picket fence and fittings. Many live areas open for aggressive men who are interested in a good starting draw and commission. Must have car and willing to travel. Sales experience in the construction or fence industry required. Write giving all details. Box JA-58-2.

FOR SALE . . fence business handling wire, wood and iron. Excellent opportunity for aggressive and reputable salesman. Selling because of age. Reasonably priced. For details write Box NO-58-1.

FOR SALE . . well established chain link fence business. Wealthy suburb of New York City. Excellent income. Owner desires to retire. For complete particulars write Box SO-58-3.

BUY IT—SELL IT—TRADE IT—THROUGH A FENCE INDUSTRY CLASSIFIED AD

Steel's Payrolls Climb

American Iron and Steel Institute reports for 94.9 per cent of the 1958 steel-making steel industry as follows:

The average hourly payroll cost for wage earners in the iron and steel industry climbed to a record \$3.265 per hour during August. That figure compares with \$3.248 during July and with \$2.990 per hour during August a year ago. The totals do not include an average cost of over 33 cents per hour for pensions, social security and insurance, estimated on an annual basis.

The average hours worked per week rose from 32.4 in July to 34.9 during August.

The industries' total payroll for hourly and salaried employees combined was \$283,058,572 during August, a substantial increase over the July figure of \$267,486,586.

The employment total during August, including hourly and salaried employees, was 514,895 as compared with 508,876 in July.

The data above cover only employees engaged in the production and marketing of steel, and exclude mining and non-steelmaking employees in companies having such other operations.

RED GIANT

PRE-CUT
REDWOOD
FENCE

A popular favorite with any type of architecture or landscaping, Red Giant fences have a neighborly appearance, provides privacy and insures protection.

The materials used in Red Giant fences are manufactured from heartwood, carrying grades not less than clear and select, according to the C. R. A. standards. *Easy*

DO-IT-YOURSELF INSTALLATION



LA JOLLA BASKET WEAVE



THE SAN JUAN

FENCEMEN!

See Your Local Dealer Or Write
RED GIANT TIMBER
4231 Penn, Kansas City 11, Mo.

Or Circle BUYERS SERVICE CARD No. 23

SNOW FENCES

Prepare for winter snow. We manufacture wood snow fences made according to high-way specifications.

PROMPT SHIPMENTS

Circular and Price List
on Request

Also available are all types
of ornamental wood fences.

LINCRAFT, Inc.

Broad & Tatham Sts. Burlington, N.J.

Or Circle BUYERS SERVICE CARD No. 24

READER'S SERVICE

FENCE INDUSTRY Buyer's Service Card, in this issue, (Page 37) can be used to secure information, catalogs, prices, etc., on all advertising and reader items keyed. As you find items of interest check the number appearing with the advice "Circle Buyer's Service Card." Just mail the postage prepaid card to FI... or WRITE DIRECTLY TO ADVERTISERS.

LETTERS



The editors of Fence Industry extend their apologies to all those subscribers whose letters do not appear in this column this month. Space limitations made it impossible to print the hundreds of letters received congratulating us on our early issue,—if there is a specific problem or hard to find product—be sure to send it to the LETTERS EDITOR for publication.

Sirs:

We have been in the awning business since 1928 and have at times talked of getting into the fence business. Your copy of FI which arrived today decided us to at least inquire into its possibilities. We have an established reputation, the men and the equipment. The question in our mind is whether a market exists and what it would cost us to get started. Would you be kind enough to refer us to several manufacturers so that we can get the complete picture.

Paul O. Hoffman,

Valley Canvas Pdts. Co.,

101 Lee St.,

Saginaw, Mich.

Sirs:

We are currently interested in getting into the fence business in the form of metal fencing and are mostly interesting in sources of supply for various hardware items.

W. B. Reukauf, Pres., Carey-McFall Co.
2156 E. Dauphin, Philadelphia 25, Pa.

Sirs:

We would like to add our compliments to what we are sure are many on your publication. We found useful ideas on it and look forward to future issues. With all good wishes for your success.

David B. Chapin,

Walpole Woodworkers, Inc.,

767 East St.,

Walpole, Mass.

Sirs:

I have been referred to you by the California Redwood Association. I have been trying to locate the manufacturer of "Big Giant Redwood Fence," who has a specific design called "San Juan." De Ward Earle U. S. Central Sply. Co., 129 Rome Hotel Bldg., Omaha 2, Neb.

Sirs:

We are in receipt of your publication Fence Industry and wish to compliment you on the scope and makeup. We would very much like to subscribe. Again, congratulations and we wish you much success in this trade publication.

Bob Becker,

Tarter, Webster & Johnson, Inc.,

P. O. Box 3498, San Francisco 19, Calif.

Sirs:

Thank you very much for referring to us more than forty inquiries to date as a result of a notice you very kindly inserted in your publication with reference to our Colorlink fence in colors. This certainly is a very good demonstration of the strong pulling power of your publication.

R. F. Stiles, U. S. Mgr.,

McKinlay Watson & Co. Ltd.,

942 Bonifant St.,

Silver Spring, Md.

Sirs:

As jobbers, wholesale and retail fence dealers, generally wood, iron and wire, also lawn furniture, we are interested in the manufacture and distribution of redwood items. However, we find upon local inquiries as to supply, the answers are rather vague. Can you suggest a supplier on the jobber-manufacturer level locally?

Edw. J. Cole,

Factory Rep.

216 Huntington Pike, Philadelphia, Pa.



Sirs:

I especially appreciate the Free Buyer Service cards in FI. It saves a lot of time and money in postage for us and every little bit helps with the present business recession. I noted a definite improvement in the September issue over the previous one and that was also very good. If there's anything we can do for you in Texas say the word. Your magazine is going to help all of us in the fence business. "So praise the Lord and pass the ammunition."

Jules F. Talley, Talley Fence Co.,
1003 E. Main St., Alice, Texas

Thanks Jules! From the looks of your trucks in the yard it doesn't appear that you are having any recession.—Ed.

Sirs:

We would appreciate it very much if you could give a list of manufacturers of galvanized malleable iron or steel barb wire bases. We manufacture the steel extension arm and would like a steel base to go with it.

John B. Hobson, Pres.

Southern Metal Pdts.,

4444 N. Miro St.,

New Orleans 17, La.

Sirs:

Your publication is the best thing to happen to the fence business. Both copies received to date have been most helpful to me.

R. E. McBrayer, Garden Gate Nursery,
Route 3, Durham, N. C.

Sirs:

I would also like to congratulate you on your fine magazine Fence Industry which I feel can and will serve this industry in the years ahead. My best wishes.

Worth W. Lamar,

14871 Blackstone,

Detroit 23 Mich.

Thank you gentlemen for your good wishes and kind remarks. All we need is the full support of the industry and we will produce a publication for you which will make you stand up and cheer.—Ed.

THE PURPOSE in publishing some of the letters reaching the editor's desk is to give our readers an opportunity to mentally visualize the importance of Fence Industry to many in the field. Knowing what is going on in the trade nationally gives our readers a better opportunity to cope with conditions locally.

Your Invitation . . . To Sell 8 Markets for the price of 1

JUST **5** MINUTES OF YOUR TIME TELLS HOW TO
Reach The Buyers
• IN A MULTI-BILLION \$ MARKET •

1 FENCE ERECTORS

Who buy fence materials, fittings, posts, gates, fence construction equipment, castings, tools and other countless related products necessary to the maintenance and erection of fences.

2 CONTRACTORS

Leading building contractors and engineers who blueprint the construction jobs, for highway, industrial and institutions, who sub-contract or erect fences.

3 LANDSCAPERS

Landscapers and landscape architects are included in FI circulation. Hundreds of landscape establishments in city and country have added or are adding fences in metal and wood to their established lines and maintain erector crews.

4 CO-OPERATIVES

Volume buyers and a lucrative market for barbed wire, farm fences, posts, electric fences, tools, nails, brads and a host of other products allied the business of erecting fences.

5 WHOLESALERS

Distributors, jobbers, importers, exporters, sales agencies and manufacturers of fence materials, equipment and fittings who are not in the business of erecting fences.

6 ORNAMENTAL IRON

The fabricators and shops that are engaged in the production of fence, gates, fittings and ornamentation and their installation. Many in this category erect wire, chain link and aluminum fences.

7 GOVERNMENT AGENCIES

Federal, state, county and city purchasing agents. County agents, engineering and park superintendents including park commissioner's offices.

8 WOOD FENCE

An ever-growing market. The erectors, importers, landscapers, fabricators of wood fences and suppliers are in many cases also in metal, wire etc. and vice versa. Some specialize. This market includes posts, cable-post highway fences, supplies.

Now you can

Complete coverage in the U.S.A. also
U.S. Possessions and Canada

Without Waste

GET YOUR SALES STORY ACROSS!

THE FENCE BUSINESS IS BIG BUSINESS

FENCE INDUSTRY Trade News presents an opportunity to you, to sell a market covered by no single publication today. It will reach the people who make the buying decisions in the multi-million dollar organizations who manufacture and erect fences and supplies as well as to thousands of others in the industry who require information concerning sources of supply. **FENCE INDUSTRY Trade News** will give you thoro coverage in all the fields listed above, any one of which would justify using this media to promote the sales of your products.

There will be many bonus issues of FI due to market testing for increased circulation insuring issues reaching 15,000 copies. You can benefit without added cost.

A steady diet of advertising in future issues of FI will assuredly BUILD SALES . . .

Write for advertising rates/or your advertising agency.

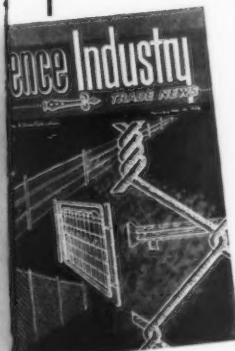
EASTERN
C. Ellison
Fence Industry,
Suite 706,
507 Fifth Ave.,
New York 17, N.Y.
Tel. MU 2-2444

Principal Office
127 N. Dearborn Street

Fence Industry
TRADE NEWS

CLOSING DATE
of each issue
is the first of
the month preceding
the date of issue.

Tel. RAndolph 6-2119
Chicago 2, Illinois, U.S.A.





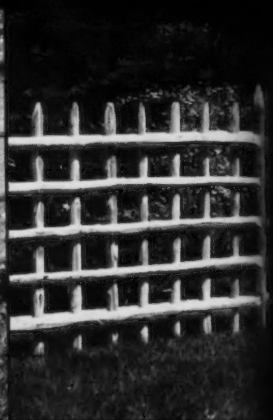
Goodwill



Basket-Weave



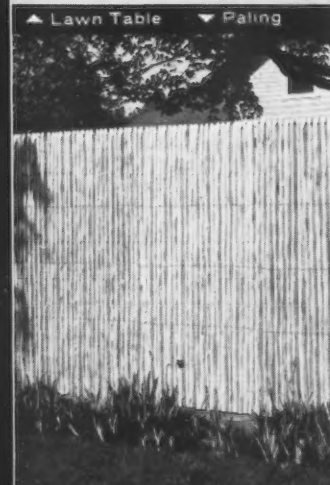
Post & Rail



Lattice



▲ Lawn Table ▼ Paling



Stockade



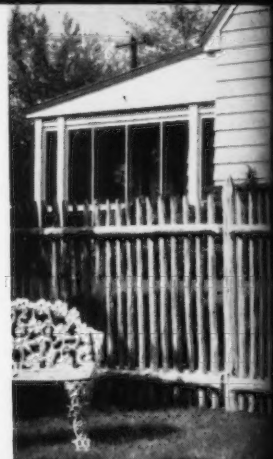
You are looking at the most complete line of wood fence and yard accessories in the country!

Habitant has been America's most popular wood fence for over 35 years. Built in the country's largest plant devoted exclusively to wood fence, using only top quality materials and top flight workmanship. Factory-fabricated to fit your customer's individual lot line, delivered assembled, ready for easy installation. It is not necessary to stock or inventory Habitant. There's a fence or yard unit for every purpose, every taste, every purse.

Dealerships available. Write for details on the handsome, fast-selling Habitant line, and for new folders, brochures, specifications and price lists.



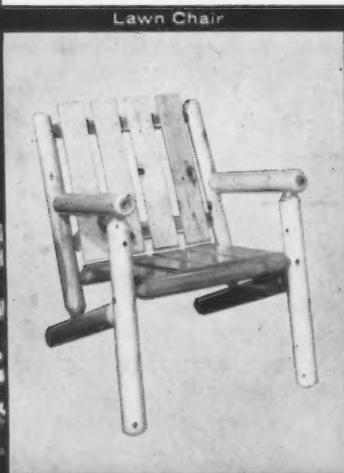
BAY CITY 23, MICHIGAN



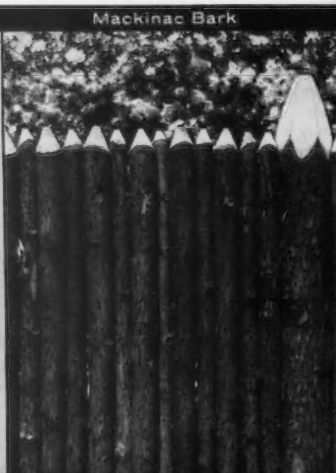
▲ Picket ▼ Lamp



Lawn Chair



Mackinac Bark



Country Squire



